**Representation & Stereotypes**
- In your opinion will stereotypes **always exist** within media products? Why?
- Explore how stereotypes can **shape public opinion** and reinforce hegemony within society. Chose an example of a **common stereotype** found in contemporary media and research it’s development over recent years.
- Compare and contrast the representation of a specific group in society offered by right-wing and left-wing news publications. How might these **shape public opinions**, and why do you think the producers chose to represent this group in the way they did?

**Representation & Reality**
- Explain the difference between reality and the **media’s representation of reality**.
- In your opinion is a **lack of representation** just as powerful as negative representation?
- Compare the representations of reality between those found in **social realist** texts and those in mainstream media.
- What is meant by the term ‘**the media is the message**’? What are your thoughts on this? Find out what media theorists have written in response to this, and apply this to media texts.

**Representation & Ideologies**
- ‘Media representations are just reflections of reality, not constructions or distortions’. Discuss this idea with reference to different media texts across the nine different media forms.
- Assess the relationship between the media and the **dominant values** within a society.

**Representation & Gender**
- Referring to at least two different academics, discuss how theoretical perspectives on gender and representation see the role of the media in shaping gender attributes.
- ‘The media simply represent gender they do not construct it’. How far do you agree with this statement? Refer to specific examples in your answer.
- David Gauntlett argues that ‘**the mass media is a force for change**’. Explore this view through focusing on the representation of men and women in the media.
- John Berger argues that ‘**men look, women appear**’, how far do you agree with this idea? Refer to several different media in your response, whilst also applying theoretical studies.

**Representation & Audiences**
- As modern audiences play a more **active role** in producing their own media texts, do they now have more **power** to challenge hegemony and raise awareness of political and social issues?
- Assess how far **social variables**, such as class, gender, age and ethnicity, affect the way audiences **decode** media representations.
- Has the media made us a more liberal nation?

**Representation & Producers**
- Do all media products have a **message** behind them? **Should** they all have a message?
- Assess how **influential individual media producers** are in communicating messages and values.
- Explore the specific **choices** media producers face when representing **ideologies & values** in their texts.
- Discuss how representations differ depending on the **purposes** of the producers.

**Representation & Contexts**
- Explore how media products can be used to examine a specific **historical context** through the analysis of **media language, representation & messages** and **values** within a media text.
- Referring to specific examples, assess how a media product can reflect, and/or challenge, **political views** within a social context.
- Evaluate how important media representations are in **agenda setting** within a society, refer to examples.
- Can the media **change** people’s views on an issue?