PiXL Independence:
Media Studies - Answer Booklet
KS4

Representation

Contents:

I. Multiple Choice Questions – 10 credits
II. Short Answer Questions – 10 credits each
i. Multiple Choice Questions

Answer the questions that explore the themes of this unit. You will need to draw on your knowledge and wider reading to support you in completing this.

20 credits for completing this quiz.

1. What does the word ‘representation’ mean?
   a. The way someone or something looks
   b. The way someone or something is shown or portrayed
   c. The way someone or something is photographed

2. What is the key phrase used to describe the attitudes, beliefs and values shared by the majority of people in a particular society?
   a. Dominant Ideology
   b. Key Stereotype
   c. Mainstream Idea

3. Feminist theorists such as Mulvey often believe what?
   a. That women should be portrayed in the media as more feminine
   b. That men tend to dominate society and that women are treated unfairly, like objects

4. What is the key phrase used to describe a society dominated by women?
   a. Matriarchy
   b. Patriarchy

5. What is the name of the theorist who believes the media often encourages audiences to view women through a ‘male gaze’?
   a. Van Zoonen
   b. Mulvey
   c. Hooks
6. What is the key phrase for someone who has prejudiced views against foreigners?
   a. Racist
   b. Homophobic
   c. Xenophobic

7. What do Post Colonialist theorists tend to study representation of?
   a. Ethnicity
   b. Gender
   c. Age

8. What is the term used to describe a character that has seemingly been included in a media product simply to seem politically correct for portraying a minority of some kind?
   a. A Token
   b. A Coin
   c. A Credit

9. What does misogynistic mean?
   a. Strongly prejudiced again ethnic minority groups
   b. Strongly prejudiced against men
   c. Strongly prejudiced against women

10. What is the key term used for a media product like a newspaper article that does not represent someone or something in a neutral way, but instead shows it in an unbalanced way, often unfairly.
    a. Bias
    b. Neutrality
    c. Stereotype
ii. Short Questions

*Each question answered is worth 5 credits. There are a further 10 credits available for self-assessment marking and adding to your answers if needed*

1. Explain briefly Laura Mulvey’s ideas about the representation of women
   Laura Mulvey believes that the media often portrays women as sexual objects and that it often encourages the audience to look at women via a ‘male gaze’. This means that we see women portrayed through the eyes of heterosexual men.

2. Explain why some producers use stereotypes in media products
   Producers often use stereotypes in order to make characters or a narrative easy to understand for an audience. This is because an audience is very familiar with stereotypes so it makes the audience feel comfortable with what is going on. Producers might also use stereotypes to appeal to a specific audience who may enjoy those particular stereotypes. Producers might also use stereotypes because they themselves are biased or have unfair ideas about particular groups of people.

3. Explain what the term ‘under-represented’ means and give an example of a group that falls into that category
   Under-represented is when a group of people are often left out of media products, making them seem invisible to audiences. The number of characters from that particular group featured in TV shows, or magazines, or films does not reflect the real numbers of those people in reality. For example, disabled people are under-represented in the media as there are very few disabled characters on TV and virtually none in mainstream films.

4. What might it represent about a teenager if they are wearing a hoodie?
   A hoodie might represent someone as being urban, or sporty. It might signify that they are working class, and potentially involved in crime because the hoods can be used to conceal one’s identity.

   Bond’s bow tie might represent him as being formal and upper class, since such ties are associated with upper class events and dinner parties. It might represent him as being powerful and wealthy as these tend to be features of the people who wear bow ties. The fact that the tie is undone and rumpled might signify that he is a bit of a rebel who doesn’t follow the rules. It might also suggest that he is a ladies’ man who regularly needs to take off or undo items of clothing!
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