



INDUCTION

Media Studies + Creative Media

REPRESENTATION (L7)



STARTER ACTIVITY



ON PAPER:

Without looking at your notes from last lesson... define 'Representation'

Discuss and Feedback

DATE AND TITLE ALL WRITTEN WORK

KEY CONCEPTS

MEDIA LANGUAGE

REPRESENTATION



AUDIENCES

MEDIA INDUSTRIES

KEY AREAS: REPRESENTATION

- *The way events, issues, individuals (including self-representation) and social groups are represented through processes of selection and combination*
- *The way the media through re-presentation construct versions of reality*
- *The processes which lead media producers to make choices about how to represent events, issues, individuals and social groups*
- *The effect of social and cultural context on representations*
- *How and why stereotypes can be used positively and negatively*
- *How and why particular social groups, in a national and global context, may be underrepresented or misrepresented*
- *How media representations convey values, attitudes & beliefs about the world & how these may be systematically reinforced across a range of representations*
- *How audiences respond to and interpret media representations*
- *The way in which representations make claims about realism*
- *The impact of industry contexts on the choices media producers make about how to represent events, issues, individuals and social groups*
- *The effect of historical context on representations*
- *How representations invoke discourses and ideologies and position audiences*
- *How audience responses to and interpretations of media representations reflect social, cultural and historical circumstances*



KEY AREAS: REPRESENTATION

- The way events, issues, individuals (including self-representation) and social groups are represented through processes of selection and combination
- The way the media through re-representation
- The processes which lead media to represent events, issues, individuals and social groups
- The effect of social representations on attitudes and beliefs about the world
- How representations are systematically reinforced across a range of representations
- The impact of ideologies on the choices media producers make about how to represent
- The effect of historical and cultural contexts on representations
- How representations are reinforced across a range of representations
- How audience reception of representations is shaped by historical and cultural contexts

SOCIAL GROUPS

STEREOTYPES

IDEOLOGIES

MIS/UNDERREPRESENTED





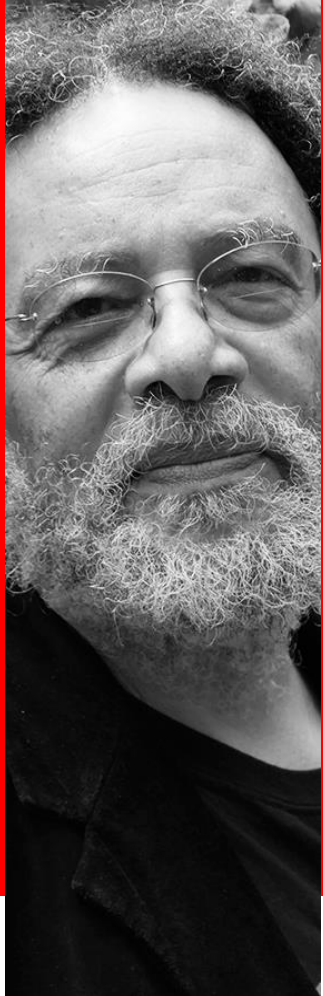
THEORIES

Representation

THEORIES: REPRESENTATION



BELL HOOK
'FEMINISM'



GILROY
'POSTCOLONIALISM'



GAUNTLETT
'IDENTITY'



BUTLER
'PERFORMATIVITY'



VAN ZOONEN
'FEMINISM'



HALL
'REPRESENTATION'

The image features a central white horizontal band containing text. Above and below this band are illustrations of numerous hands of various skin tones (light, medium, and dark brown) raised in a crowd, set against a blue background. The word "ETHNICITY" is written in large, bold, black, sans-serif capital letters, underlined with a thick black horizontal line.

ETHNICITY

Representation

ETHNICITY - Definition



ETHNICITY - Definition

Ethnicity can relate to a person or group of people, that **Identity with** or have membership in a particular **nation or race**.

The representation of Ethnicity can refer to:

Cultural background
Observance of customs
Religious beliefs

DOMINANT UK ETHNICITIES

White – White British (Caucasian)
Irish – Irish Traveller
Black – Black British
Asian – Asian British
Hispanic – Latino
Mixed/Other



VIDEO TASK

<https://www.youtube.com/watch?v=QFucn8Oy6FE>



WATCH THE FOLLOWING TV ADVERT

Analyse how ethnicity is being represented (use your new media language tools)

DIVERSITY IN THE UK

Britain has a very ethnically diverse population. 87% of the population are described as white. A variety of other ethnic groups make up the remaining 13%

ETHNIC GROUP	PERCENTAGE
White	87%
Asian or Asian British	7%
Black or Black British	3%
Mixed	2%
Other	1%



EQUALITY AND DISCRIMINATION



BLACK LIVES

MATTER

DOES THE UK DISCRIMINATE BY ETHNICITY?

In work, people from ethnic minority backgrounds are under represented in better paid and powerful jobs.

In 2005 there were 631 white politicians elected and 15 non-white elected. Less than 3%

On the income scale, people from minority ethnic backgrounds are over represented as being at the bottom end of the social ladder.

POVERTY

In 2010 poverty rates were: Bangladeshis (65%), Pakistanis (55%), Black Africans (45%) Black Caribbean's (30%) – Highest.

Indians (25%), white Other (25%) and white British (20%) have the Lowest rates.



EQUALITY AND DISCRIMINATION

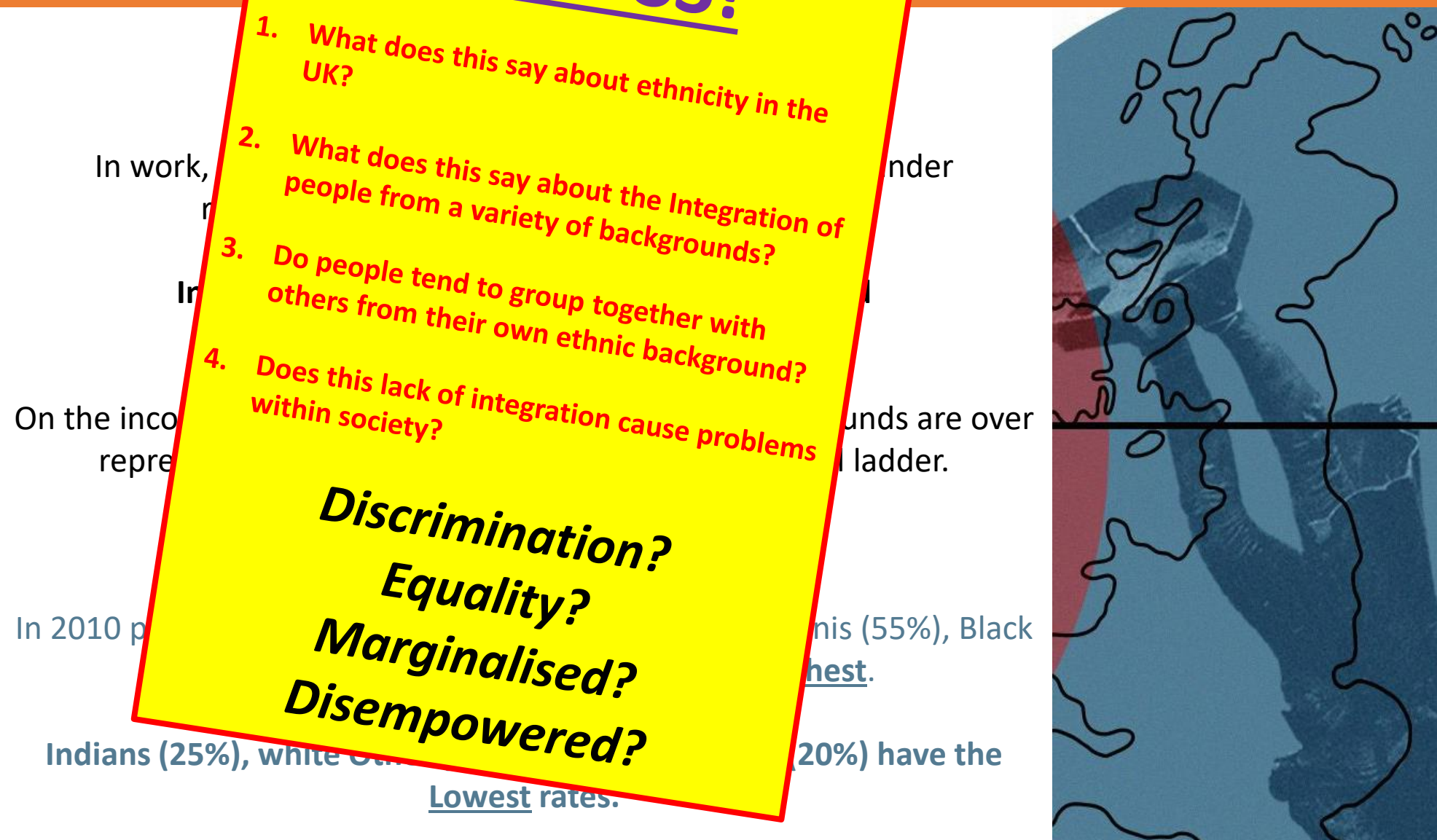


**BLACK LIVES
MATTER**

DISCUSS!

1. What does this say about ethnicity in the UK?
2. What does this say about the integration of people from a variety of backgrounds?
3. Do people tend to group together with others from their own ethnic background?
4. Does this lack of integration cause problems within society?

*Discrimination?
Equality?
Marginalised?
Disempowered?*



TASK

PRINT ANALYSIS – FILM POSTER

USE MEDIA LANGUAGE TO HELP DISCUSS THE REPRESENTATION OF ETHNICITY

(mise-en-scene, connotations, composition etc.)



TIME



2015
~~AMERICA, 1968~~

WHAT HAS CHANGED.
WHAT HASN'T.
BY DAVID VON DREHLE

TASK

PRINT ANALYSIS – MAGAZINE

USE MEDIA LANGUAGE TO HELP DISCUSS THE REPRESENTATION OF ETHNICITY

(mise-en-scene, connotations, composition etc.)



TASK

ETHNICITY

DISCUSS THE REPRESENTATION OF ETHNICITY IN THE FOLLOWING UK NEWSPAPER FRONT COVERS

CONSIDER:
MISE-EN-SCENE
STEREOTYPES
POSITIONING (AUDIENCE)

FREE RECIPE PULL-OUT



Daily Mail
FRIDAY, JUNE 19, 2015
www.dailymail.co.uk
60p

FREE TOMORROW DO-IT-YOURSELF WILL KIT WORTH £9.99
£1.50 postage payable or 500 Mail Points. Terms apply



Last Will & Testament
Make your Will - single or married, with or without children
✓ Saves legal costs
✓ Lawyer approved
✓ Legally valid

PM: UK MUSLIMS HELPING JIHADIS
Communities must stop 'quietly condoning' barbaric IS, he warns



PM: UK MUSLIMS HELPING JIHADIS
Communities must stop 'quietly condoning' barbaric IS, he warns

By Jason Groves
Deputy Political Editor

TOO many British Muslims 'quietly condone' extremism, David Cameron will say today. In a blunt speech, he will urge families to speak out against the 'poisonous ideology' driving hundreds of young people to wage jihad for Islamic State. The Prime Minister will also call for parents to stop blaming police and the security services for failing to prevent British teenagers heading to Syria.

Parts of the Muslim community are guilty of normalising hatred of democracy and western values, he warns - making it easier for violent extremism to take hold.

At the weekend, 15-year-old Tahira Anwar became Britain's youngest suicide bomber when he detonated a car loaded with explosives in the northern Iraqi town of Bagji.

Speaking at a major security conference in Slovakia, Mr Cameron will say: 'We've always had angry young men and women buying into supposedly revolutionary causes. This one is evil, it is contradictory, it is futile.'

But he will point out that it is easier to go from being a troubled teenager to a jihadist if extremism quietly condoned online or perhaps even in parts of your local community.

Islamic State and its medieval outlook are 'one of the biggest threats our world has faced', the Prime Minister will add.

The speech, made the day after the start of the holy festival of Ramadan, is likely to spark anger in parts of the Muslim community. But

Face it, would you have known this was Kate?



2013 The looks that made Kate Winslet a star
NOW ...and how she's transformed herself

SEE PAGE 9

Daily Mail
FRIDAY, JULY 31, 2015
www.dailymail.co.uk
60p



WHY WE ALL FEAR DENTISTS ARE NATURAL BORN KILLERS
QUENTIN LETTS PAGE 14

As police seize stowaway migrants across South, Cameron is attacked for 'likening them to insects'



Making it through: Police across southern England arrested alleged illegal immigrants yesterday after hundreds stormed the Channel Tunnel entrance in Calais

THE 'SWARM' ON OUR STREETS

THE Calais crisis intensified last night after a day of astonishing scenes on both sides of the Channel triggered by the chaos at the French port.

In France, police fought running battles with migrants trying to storm into the Eurotunnel terminal. At one point, a mother and her young son clutching a teddy bear were seen crawling through a security fence.

It came as David Cameron was attacked by Labour for saying the UK was not a 'safe haven' for a 'swarm' of illegal immigrants.

In England, police rounded up suspected migrants on the M20 after they made it to the other side of the Tunnel. One even risked his life by stowing away under a horsebox for two hours.

Last night, 200 migrants tried to storm the Tunnel. Shortly after a shuttle train from the UK pulled in, they rushed at the point where cars leaving the Tunnel join the main road. British holidaymakers had to swerve to avoid the crowd of migrants in the road, but a handful made it through before riot police formed a cordon. On another day of drama:

► Eurotunnel dramatically scaled back its overnight freight services to reduce the opportunities for stowaways - a move which will have major implications for the UK economy, which is already losing £200million a day because of the chaos.

► The UN's special representative on migration made the absurd claim that

Turn to Page 4

VIDEO TASK

https://www.youtube.com/watch?v=Jl4_6-J8HXU



WATCH THE FOLLOWING TV ADVERT

Analyse how ethnicity is being represented (use media language tools)

TERMINOLOGY

Representation is the process of how reality is constructed for an audience (this is known as **Mediation**)



Sentence Starters

- “The character is **represented/portrayed** as.....”
- “The males actions are **dominant** masculine traits”
- “The females actions are **subverted** feminine traits”
- “The protagonist **connotes/signifies/indicates** power”

Top Tip

When you analyse a media product you should look at the possible signs and describe (denotation) and then explain what this suggests to the audience/reader (connotation). You can then evaluate the interpretations of the signs (polysemic).



Silence
is golden

5 MIN PLENARY TASK

Construct a detailed sentence discussing how powerful the media can be in terms of how they choose to represent ethnicity for audiences

REMEMBER! ON YOUR OWN & IN SILENCE

TAKE NOTE OF ANY HOMEWORK/PREP WORK