



Representations – Advertising, Video games and Newspapers

This set of resources has been created to support the teaching of Unit 1, Section A of the GCSE Media Studies qualification. In the external assessment unit students will be expected to display their knowledge and understanding of how gender and events are represented in media texts in the areas of Advertising, Video Games and Newspapers.

Students must consider carefully how representations reflect the viewpoint, message, values and beliefs held by the creator of the text. The resource will allow students to develop the skills they need to assess and evaluate the hidden messages of texts and assess whether they uphold or challenge established representations.

There is a historical element to the resource that will support students in understanding established representations. The contemporary texts are used to provide material for students to make comparisons.

1. Introductory activities

What is Representation?

Fundamentally, representation is the way that media texts present individuals, particular societal groups, places, events and issues. To analyse representation, you must consider the choices that were made when presenting something or someone to an audience.

Useful Media Terminology - Match the terms to the definition.

Use the digital resources 1a and 1b to introduce and revise key terms

Mediation	The process of altering a media text for an audience
Stereotype	A popular belief about individuals or groups of people based on generalizations and prior assumptions.
Archetype	A universal type of character that has been repeatedly used in media texts e.g. Damsel in distress.
Countertype	A representation that highlights the positive features of a person or group.
Denotation	The first level of meaning for the audience. Usually what they can see visually.
Connotation	The deeper layer of analysis; relies on the knowledge and experiences of the audience.
Deconstruction	The way that the audience finds meaning within a media text.



Key Concepts

Use the digital resource 1c. to introduce key concepts

Ideology

Ideology is linked inexplicably with representation. It refers to the **system of values** and beliefs held by individuals, groups and cultures. **Ideology shapes and challenges representations** in media texts. It can influence an **audience's perception of the world**.

Dominant Ideology

In particular societies there are often **systems of values and beliefs** which shape everyday life. These constitute a dominant ideology that receives general acceptance in a society and is supported by its elected governors and religious leaders. In most Western societies, for example, the dominant ideology underpins democracy, freedom of speech and worship, free markets, consumerism and the rule of law.

Hegemony

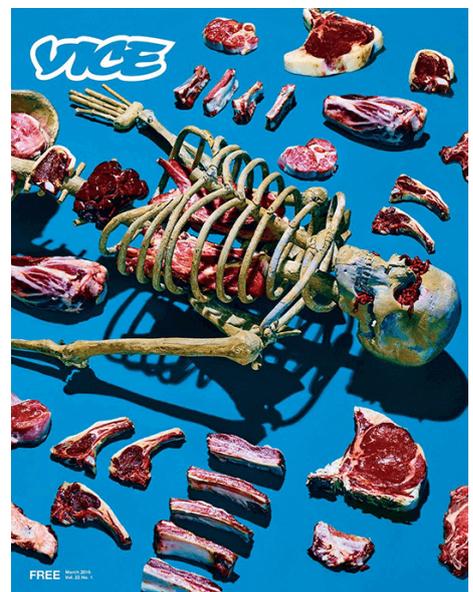
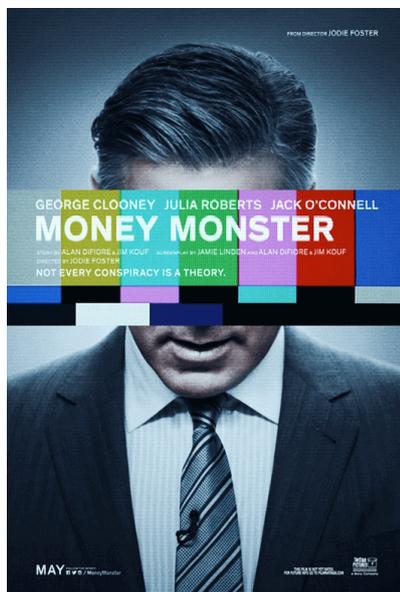
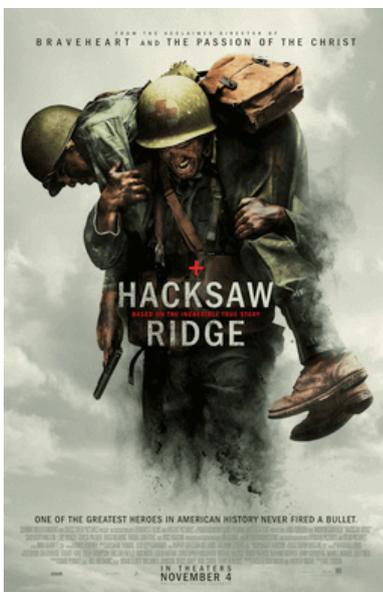
The ideological, political, economic and cultural power that the dominant group has in a given society is referred to as **'Hegemony'**. If a media text supports the dominant ideology it is referred to as a hegemonic text.

A media text that challenges the dominant ideology of a society is considered counter hegemonic.

Hegemonic or Counter Hegemonic?

Use the digital resource 1d. for students to type their answers.

Research the following media texts and try to identify the ideology being promoted. Make notes on whether the values are hegemonic or counter hegemonic. Click the image for help.





woman&home



Hacksaw Ridge:

A 2016 second world war film directed by Mel Gibson. It recounts the true story of Desmond Doss, a Christian pacifist, who refused to carry a weapon when he enlisted in the army. Doss goes on to save seventy-five members of his unit single-handedly.

The film celebrates core American values of bravery, sanctity of life and Christian beliefs which could be considered hegemonic. However, the film does explore the idea that killing is wrong, even in war which counters Western ideology.

Woman & Home:

Woman & Home is a lifestyle magazine first published in 1926. It targets GenerationYNot, British women in the 40 - 60 demographic. Over half their audience are parents. The brand supports hegemonic values of family and domesticity. It supports the gender stereotype of women being the homemakers. Additionally, it promotes the values and beliefs of consumerism.

Disney Frozen:

Frozen is a 2013 animated musical. The film tells the story of two sisters, one with the power to turn anything into ice. Anna and Elsa live in an idealized culture that supports capitalist values. The message of the film is that family bonds of sisterhood eclipse fleeting attractions with handsome men. The female characters are somewhat empowered and they both learn lessons of self control and sacrifice.

Money Monster:

A 2016 thriller directed by Jodie Foster. The film centres on a TV personality who offers advice on commerce and banking. The film criticises capitalist values and beliefs and demonises the traders of Wall Street. (business heart of US)



Vice Magazine:

A free magazine founded in 1984. It covers topics related to arts, culture and current events. The magazine publishes controversial topics about criminality, terrorism, sex and politics. The target audience are young millennials, (someone who reached adulthood in the 21st century) from 18 to 40.

Taboo:

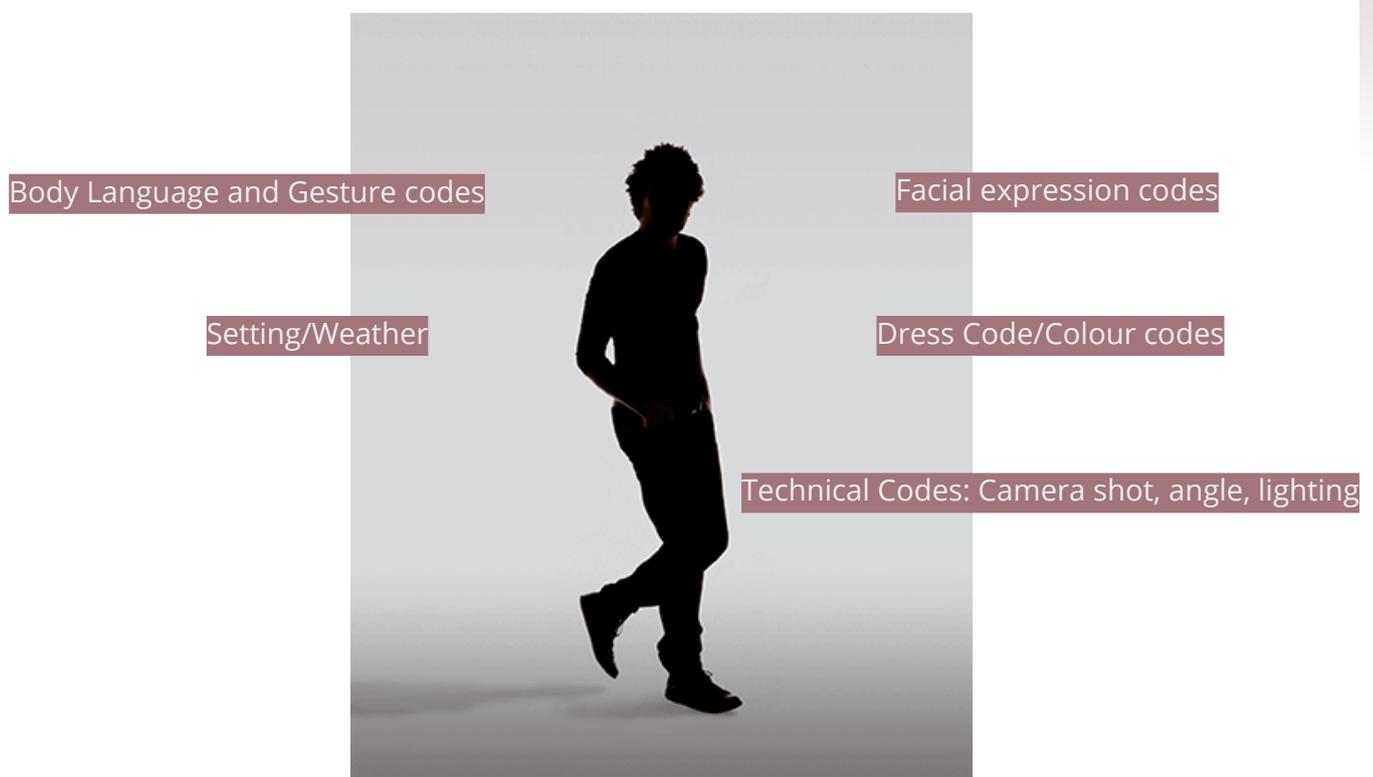
A British TV Period Drama broadcasted on BBC 1 starring Tom Hardy in the lead role. Adventurer James Delaney returns from Africa to inherit his late father's estate. He soon becomes caught up in a conspiracy to dominate trade between the continents. The drama negatively portrays the ruling classes as corrupt and greedy.

Deconstructing Representations of People

Use digital resource 1e.

When assessing how individuals or groups are represented in the media what do you need to consider?

Look at the figure and try to identify the codes that could give you meaning. Open the suggestions if you need help.



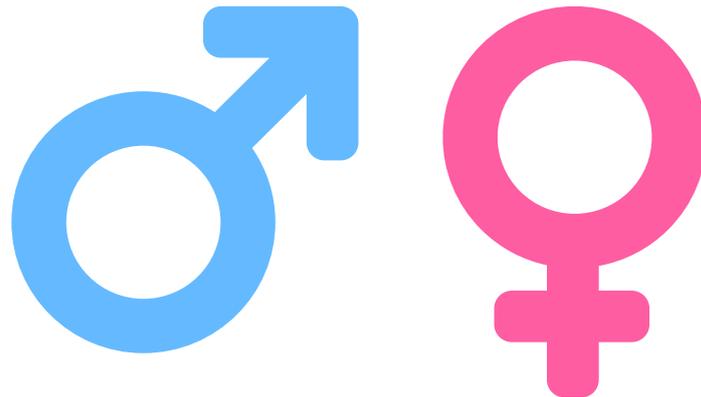


2. Representation of Gender

Use digital resource 2a.

What is Gender?

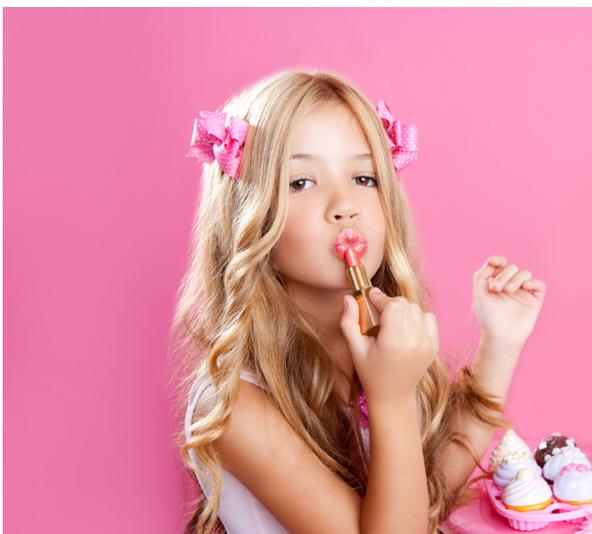
What is gender? Write your initial ideas of what you understand by the term.



The term gender refers to a socially constructed state of being a male or female. It is not determined biologically but by behaviour patterns determined culturally. It refers to the roles and relationships that link men and women. Gender identity is continually changing and many societies are expanding gender terms beyond just male and female.

Identity

What roles and behaviour are considered 'male' and 'female' in our culture? Consider the following adverts aimed at children and make notes on what you think roles and behaviour they encourage.





http://i.dailymail.co.uk/i/pix/2013/06/10/article-2338976-170D18FE000005DC-779_634x573.jpg



<https://www.static.ferrero.com/globalcms/immagini/19416.jpg>



<http://vignette2.wikia.nocookie.net/disneyprincesspalace-pets/images/7/72/Rapunzel2.jpg/revision/latest?cb=20140929032640>

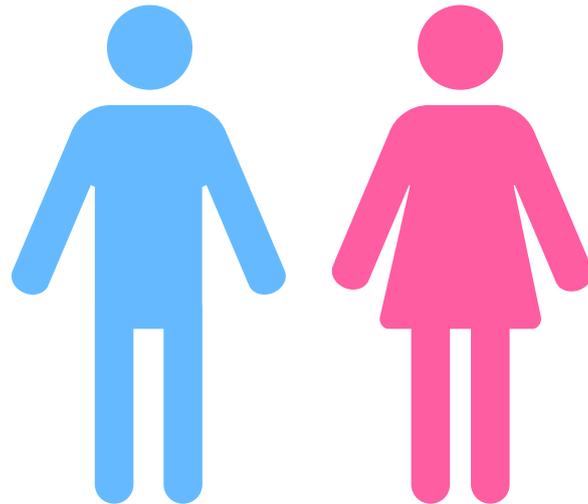
Male	Female



Gender Labels

Use digital resource 2b.

Look at the activities, traits and personal qualities in the box below. Do you associate them with a particular gender? Organise them under the male and female headings.



strong emotional leader organised confident angry hysterical calm
rational hardworking energetic obsessed competitive weak aggressive
domestic professional independent supportive heroic kind tough

Can you see a pattern to the way that you have assigned the behaviours/qualities?