

Patterns and trends: social class

The media gaze could be said to be the perspective of the rich and powerful, upper-class media owners and middle-class media professionals. As a result, the upper and middle classes are often portrayed favourably in the media.

McKendrick (2007) – UK media output showed poverty as a marginal issue unless it was seen as newsworthy e.g. of undeserving people, scroungers.

Weltman (2008) – The working class are devalued in a variety of media formats, such as sitcoms, soaps and dramas.

Butsch (2003) Dumb, stupid buffoons (US TV Study) – Television represents working class people as figures of fun who are immature, irresponsible, inarticulate, incompetent, and lacking in common sense. e.g. as seen in BBC Sitcom *The Royle Family*.

Patterns and trends: disability

Rarely is disability represented in the media as perfectly normal and a part of life.

Barnes (1992) – Media produces negative stereotypes which patronise, criminalise, and dehumanise disabled people.

Brian (2011) – Of the GMG, there has been a reduction in articles describing disability as sympathetic and deserving. The proportion of stories linking disability to benefit fraud increased by over 50%. A fifth of newspaper and magazine articles used terms like 'scrounger', 'cheat' and 'skiver'.

Philo et al. (2010) – Negative stereotypes are often applied to people with mental health conditions, and they are often seen as a threat to others.

Patterns and trends: gender

Women are underrepresented in positions of power and influence in the media industry, including in the roles of editor, journalist, and TV producer.

Global Institute for Women's Leadership (2018) – 77% of people quoted as experts in online news articles by the main UK news outlets are men.

Jones (2020) – In news sources during the first wave of the Covid-19 pandemic, only 1 in 20 well-known STEM experts mentioned in news articles were women.

Gilmore (1991) – Men are portrayed in the media as 'the provider, the protector and the impregnator'. Men are also portrayed as violent, leaders, problem-solvers, funny, confident, athletic, successful, and as rarely showing emotions.

Patterns and trends: ethnicity

There is an under-representation of ethnicity in the media. Glasgow Media Group recognises that the media gaze filters our view of ethnicity or, as **Hall (2003)** puts it, '*the white eye through which they are seen*'. There is arguably a form of symbolic annihilation occurring, whereby media representations are characterised by stereotypes, alongside the news values of the dominant (White) ideology to produce stories to attract audiences, advertisers, and media owners.

Robertson et al. (2021) – Relative to their share of the general population, White people are significantly over-represented among journalists and top editors.

Patterns and trends: age

Children are often represented positively and as consumers of toys and games. **Evans and Chandler (2006)** note that this can lead to family pressures and pester power, which creates anxiety amongst poorer parents. Negative portrayals of young people in the press tend to focus on disorderly behaviour on the streets, or an increase in knife crime.

White et al. (2012) – Older people are largely invisible in the media or represented in negative ways (symbolic annihilation).

Lee (2007) – Representation of older people in advertisement is still quite low.