**Section A David Gauntlett – identity (Mrs Fisher's Video)**

**Remember the texts that Mrs Fisher mentions are for a different exam board.**

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|  | answers here |
| 1) Older media products present a very simple, stereotyped view of gender. She describes these as b…….. gender representations. |  |
| 1. Newer media products presents views of gender which are diverse, complex and c….. |  |

**Gauntlett – 2 page study document**

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| 3) We get a sense of our identity from the media products we consume.  Which basic media theory does this relate to: |  |
| 4) One way that newer forms of media are different is that they allow more people to self-………. |  |
| 5) This allows representations of gender to be **numerous** and **flowing.** Find two other words in the document that mean the same as the words in bold |  |
| 6) What cultural movement/theory relates to the idea of blurring and breaking down traditional binary opposites? P…. |  |

**Section B Paul Gilroy – Post-colonialism Mrs Fisher's video**

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| 7) Gilroy believes that, even today, some sections of the media reflect colonial attitudes in the way they represent which groups? |  |
| 8) They present white British society as superior to people from Britain's former …….. |  |
| 9) Fill in the two missing words from the caption – minorities are often shown to be powerless, weak, ……………………., ……………………, "other" |  |
| 10) [not in video] Which media products could be used as examples when looking for representations of postcolonial attitudes? |  |

**Gilroy – 2 page study document**

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| 11) What is Gilroy's phrase for a nostalgic longing for a past colonial age? |  |
| 12) Those who do not conform or who are not part of mainstream society are represented in the media as different, abnormal. This is often expressed in inverted commas and referred to as the " ……" |  |
| 13) A more complex strand to this theory is the idea of postcolonial guilt – a questioning of the violence, discrimination, oppression, exploitation and abuse which often characterised the colonial rule of countries like the US and the UK. This is often a theme in which type of genres? |  |
| 14) Postcolonial media theory links to Stanley Cohen's moral panics theory and his views on how the media blame vulnerable, minority groups, treating them as ……… |  |

**Turn over for Section C Stuart Hall – reception and representation theories**

**Section C Stuart Hall – reception and representation theories**

**There are 2 strands to Hall's theories and he appears under two categories in the OCR framework – Representation and Audience. Representation is the process carried out by media producers (encoding) and reception is the way the audience receives, reads interprets or understands the message (decoding).**

**Representation - Mrs Fisher's video (video 1)**

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| 15) Traditional media often constructs representations in the form of negative **stereotypes**. The first caption says that stereotypes reduce people down to …………. clichés (a cliché is an overused phrase, idea or image) |  |
| 16) To illustrate her point, we are shown 2 images of faces =, covered in labels. Which two faces do we see? |  |
| 17) Stereotypes are the result of inequalities of power. In the caption about hegemony, **hegemonic power** is defined as dominant groups in society controlling those who are |  |
| 18) Media ownership is hegemonic – it is concentrated mainly in the hand of white, middle-class ………… men. |  |
| 19) In our analysis of media representations it is important to identify stereotypes and look at *how* these representations have been constructed (media language). It is also important to think about *why* they have been constructed in this way. [not in video:] Media messages can also be called i…… |  |

**Representation - Media Insider video (video 2)**

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| 20) The Media Insider video basically centres on the idea that media producers construct representations in order to communicate messages and meaning. They pin down (anchor) meaning to ensure that a dominant, hegemonic message reaches the audience.  Our attitudes and opinions are therefore shaped by those who have |  |
| 21) Traditional media ensure that the dominant hegemonic ideology reflects the attitudes of those who control media production: rich, … … men |  |
| 22) Why are media producers so keen to communicate a hegemonic (dominant) message through their constructed representations? |  |

**Hall – reception theory – 2 page study guide, page 2**

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| 23) Give 2 more words for the *preferred* reading |  |
| 24) What is the term for an audience interpretation that is completely different from the one intended by the producers? |  |
| 25) If producers encode meaning through their construction of media representations, what do audiences do?  Which is the more reliable of the two? - |  |