

# **PiXL Independence:**

## **Media Studies - Student Booklet**

### **KS5**

## **Representation**

### **Contents:**

- I. Multiple Choice Questions – 20 credits
- II. Short Answer Questions – 10 credits each
- III. Hyperlinks for Reading- 50 credits each
- IV. Academic Reading – 150 credits each
- V. Exam Style Questions – 80 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 by Judith Butler to describe the process of gender being a result of repeated actions and behaviours?
  - a. Gender Performance
  - b. Gender Proformative
  - c. Gender Performativity
  
3. Which theorist believes that unconventional representations of gender in media products can often lead to social change?
  - a. Stuart Hall
  - b. Van Zoonen
  - c. bell hooks
  
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 represents western white skinned women as the 'ideal'?
  - a. Van Zoonen
  - b. Mulvey
  - c. Hooks
  
6. Who believes that representations in the media have become more diverse over the years, offering audience identities they can 'pic n mix' from?
  - a. David Gauntlett
  - b. Paul Gilroy
  - c. Stuart Hall

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 including a minority of some kind?
  - a. A Token
  - b. A Coin
  - c. A Credit
  
9. Which theorist believes that male bodies are often represented as 'spectacle' and that this is different to the way women's bodies are represented?
  - a. Laura Mulvey
  - b. Bell hooks
  - c. Van Zoonen
  
10. What is the key term used for a media product like a newspaper article does not represent someone or something in a neutral way, but instead in an unbalanced way, often unfairly.
  - a. Bias
  - b. Neutrality
  - c. Stereotyped

## II. Short Questions

*Each question answered is worth 10 credits.*

1. Explain briefly Van Zoonen's ideas about the representation of women
2. Explain why some producers use stereotypes in media products
3. Explain what the term 'under-represented' means and give an example of a group that falls into that category
4. Explain briefly what David Gauntlett means by his idea about 'pic n mix identities'
5. Explain Butler's theory of gender as a performance.
6. Explain bell hooks' ideas about the representation of women of colour.
7. Explain Gilroy's take on 'double consciousness'.
8. Explain how representation is affected by social context.

### III. Hyperlinks for Reading

Read each of the articles below, they have strong links and themes to the unit of study but also focus on Business as a holistic topic. Once you have completed your reading of each, summarise the key points in a bullet point format. You should aim for between 5 – 10 significant points from each article.

*50 credits for each summary completed*

1. Stuart Hall's lecture on Representation  
<https://www.youtube.com/watch?v=aTzMsPqssOY>
2. Paul Gilroy's Theory of Representation and Ethnicity  
<https://guilboroughschoolmedia.wordpress.com/2017/06/15/paul-gilroy/>
3. David Gauntlett on his own theories  
<http://davidgauntlett.com/making-media-studies/theories-of-identity-new-media-studies-a-as-level/>
4. Race and Ethnicity  
<http://www.criticalmediaproject.org/cml/topicbackground/race-ethnicity/>
5. Gender In The Media  
<http://www.criticalmediaproject.org/cml/topicbackground/gender/>

## IV. Academic Reading

The following chapters/ books/academic articles have been chosen for you to help in extending your understanding of this theme. They will have value in other units as well. You should read the selected items and compose a 200 – 300 word summary of the main ideas found.

*150 credits are awarded for each summary provided*

1. Title: The Media Students Book

Link: [https://www.amazon.co.uk/Media-Students-Book-Gill-Branston/dp/0415558425/ref=sr\\_1\\_2?ie=UTF8&qid=1507647501&sr=8-2&keywords=the+media+students+book](https://www.amazon.co.uk/Media-Students-Book-Gill-Branston/dp/0415558425/ref=sr_1_2?ie=UTF8&qid=1507647501&sr=8-2&keywords=the+media+students+book)

Pages: P90-96

Topic: Gender representation and stereotypes

2. Title: AS Media Studies

Link: [https://www.amazon.co.uk/Media-Studies-Essential-Introduction-Essentials/dp/0415448239/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1507647548&sr=1-1&keywords=as+media+studies+rayner](https://www.amazon.co.uk/Media-Studies-Essential-Introduction-Essentials/dp/0415448239/ref=sr_1_1?s=books&ie=UTF8&qid=1507647548&sr=1-1&keywords=as+media+studies+rayner)

Pages: P61-68

Topic: Representation

3. Title: Looking at Media Studies

Link: [https://www.amazon.co.uk/Looking-Media-Studies-GCSE-New/dp/0340848553/ref=sr\\_1\\_1?ie=UTF8&qid=1507713810&sr=8-1&keywords=looking+at+media+studies](https://www.amazon.co.uk/Looking-Media-Studies-GCSE-New/dp/0340848553/ref=sr_1_1?ie=UTF8&qid=1507713810&sr=8-1&keywords=looking+at+media+studies)

Pages: P48-53

Topic: Representation

4. Title: Media and Meaning

Link: [https://www.amazon.co.uk/Media-Meaning-Introduction-Colin-Stewart/dp/0851708439/ref=sr\\_1\\_2?ie=UTF8&qid=1507815998&sr=8-2&keywords=media+and+meaning](https://www.amazon.co.uk/Media-Meaning-Introduction-Colin-Stewart/dp/0851708439/ref=sr_1_2?ie=UTF8&qid=1507815998&sr=8-2&keywords=media+and+meaning)

Pages: 132-134

Topic: Video Game Representation

5. Title: Studying The Media  
Link: [https://www.amazon.co.uk/Studying-Media-3Ed-Introduction-Sullivan/dp/0340807652/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1507816013&sr=1-1&keywords=studying+the+media](https://www.amazon.co.uk/Studying-Media-3Ed-Introduction-Sullivan/dp/0340807652/ref=sr_1_1?s=books&ie=UTF8&qid=1507816013&sr=1-1&keywords=studying+the+media)  
Pages: 74-78  
Topic: Political Representations In News
  
6. Title: Studying The Media  
Link: [https://www.amazon.co.uk/Studying-Media-3Ed-Introduction-Sullivan/dp/0340807652/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1507816013&sr=1-1&keywords=studying+the+media](https://www.amazon.co.uk/Studying-Media-3Ed-Introduction-Sullivan/dp/0340807652/ref=sr_1_1?s=books&ie=UTF8&qid=1507816013&sr=1-1&keywords=studying+the+media)  
Pages: 85-94  
Topic: Women and Men In The Media

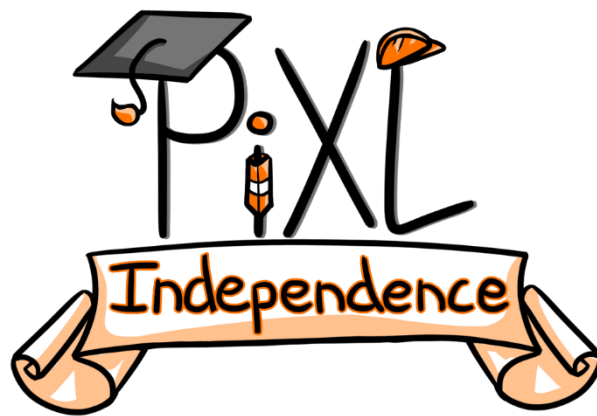
## V. Exam Style Questions

To prepare you for the parts of your exams, which require you to analyse media language in media texts, complete the following exam style questions. The time you should give yourself will vary depending on what exam board your school is following.

*80 credits per completed question.*

1. Using this music video, and others you have seen, explain how music artists' representations are constructed to appeal to specific audiences.  
<https://www.youtube.com/watch?v=LXXQLa-5n5w>
2. Consider how audiences are positioned by the representations in this Barnados Charity Advert.  
<https://www.youtube.com/watch?v=HGnOxsrO7rl>
3. Apply a feminist reading to this film trailer for the Fast and the Furious.  
<https://www.youtube.com/watch?v=2TAOizOnNPo>
4. How is the representation of the fantasy world in this Grand Theft Auto trailer constructed to appeal to audiences?  
<https://www.youtube.com/watch?v=YrtCnL62pB8>
5. How are Italian people stereotyped within this Dolmio advert, and what would motivate producers to perpetuate this stereotype?  
<https://www.youtube.com/watch?v=dAjff7u3dkk>





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