

# **PiXL Independence:**

## **Media Studies - Student Booklet**

### **KS4**

## **Representation**

### **Contents:**

- I. Multiple Choice Questions – 20 credits
- II. Short Answer Questions – 10 credits each
- III. Wider Reading – 50 credits each
- IV. Academic Reading – 150 credits each
- V. Exam Style Questions – 100 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 to describe the attitudes, beliefs and values shared by the majority of people in a particular society?
  - a. Dominant Ideology
  - b. Key Stereotype
  - c. Mainstream Idea
  
3. Feminist theorists such as Mulvey often believe what?
  - a. That women should be portrayed in the media as more feminine
  - b. That men tend to dominate society and that women are treated unfairly, like objects
  
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 encourages audiences to view women through a 'male gaze'?
  - a. Van Zoonen
  - b. Mulvey
  - c. Hooks

6. What is the key phrase for someone who has prejudiced views against foreigners?
- Racist
  - Homophobic
  - Xenophobic
7. What do Post Colonialist theorists tend to study representation of?
- Ethnicity
  - Gender
  - 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 portraying a minority of some kind?
- A Token
  - A Coin
  - A Credit
9. What does misogynistic mean?
- Strongly prejudiced against ethnic minority groups
  - Strongly prejudiced against men
  - Strongly prejudiced against women
10. What is the key term used for a media product like a newspaper article that does not represent someone or something in a neutral way, but instead shows it in an unbalanced way, often unfairly.
- Bias
  - Neutrality
  - Stereotype

## ii. Short Questions

*Each question answered is worth 10 credits.*

1. Explain briefly Laura Mulvey'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. What might it represent about a teenager if they are wearing a hoodie?
5. Look at the 'Casino Royale' film poster here and explain what James Bond's bow tie might signify about him. [http://www.impawards.com/2006/casino\\_royale\\_ver3.html](http://www.impawards.com/2006/casino_royale_ver3.html)

### iii. Wider 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. Girls' Body Image In The media  
<http://mediasmarts.ca/body-image/body-image-girls>
2. Representation of Ethnicity  
<https://mediarevision.wordpress.com/representation/representation-of-ethnicity/>
3. Representation Revision from Bitesize  
<http://www.bbc.co.uk/education/guides/z9fx39q/revision/3>
4. Representation of Age from Bitesize  
<http://www.bbc.co.uk/education/guides/zx6qsg8/revision>
5. Introduction to Representation Media Knowall  
<http://www.mediaknowall.com/gcse/keyconceptsgcse/keycon.php?pageID=represent>
6. Laura Mulvey's Male Gaze Theory  
<https://www.slideshare.net/fleckneymike/the-male-gaze-laura-mulvey>

#### 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**

**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: 90-96

Topic: Gender representation and stereotypes

**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: 61-68

Topic: Representation

**Title: GCSE Media Studies for AQA**

Link: [https://www.amazon.co.uk/GCSE-Media-Studies-Student-Book/dp/0435404008/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1507647581&sr=1-1&keywords=gcse+media+studies+aqa](https://www.amazon.co.uk/GCSE-Media-Studies-Student-Book/dp/0435404008/ref=sr_1_1?s=books&ie=UTF8&qid=1507647581&sr=1-1&keywords=gcse+media+studies+aqa)

Pages: 75-79

Topic: Representing the World in Newspapers

**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: 48-53

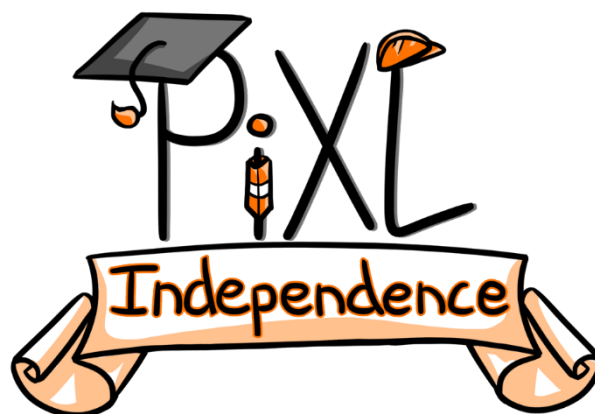
Topic: Representation

## v. Exam Style Questions

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

**100 credits are awarded for each completed question.**

1. Maxi-Milk Print Advert <https://goo.gl/images/qw3sTN>  
Explain how this advert represents men.
2. Explain how You Tube and other social media platforms allow audiences to explore their own identity via self representation.
3. Watch this scene from 'Saving Private Ryan' and explain how the producers have constructed the product to add a sense of realism.  
[https://www.youtube.com/watch?v=h5p5j\\_KOCsY](https://www.youtube.com/watch?v=h5p5j_KOCsY)
4. Watch the Nike This Is Us advert here and then discuss why Nike might have chosen to represent girls / women in this way. [https://www.youtube.com/watch?v=1OYi2pbNK\\_4](https://www.youtube.com/watch?v=1OYi2pbNK_4)
5. Watch this advert for Ivory Snow Laundry Detergent and discuss how the social and historical context of the advert might have affected the representations of women within it. <https://www.youtube.com/watch?v=ChaRHzB2EpQ>
6. Look at this advert and explain how women have been represented within it using media language. <https://goo.gl/images/PCB9Rm>
7. Discuss the way women have been represented in this advert, using Laura Mulvey's Male Gaze theory in your response. <https://goo.gl/images/XM3iWr>
8. How and why have the producers of this advert played with the idea of stereotypes?  
<https://goo.gl/images/2EPqv6>
9. In this advert, how and why have the producers tried to tackle the issue of misrepresentation? <https://goo.gl/images/TPZm2P>
10. Women and men are represented accurately and fairly in video games. Discuss, using examples of video games you have studied.



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