



The MIGHTY MEDIA

REPRESENTATIONS

English
Ms. St Clair

LESSON OBJECTIVE

- **We will focus on the representation of gender in the media**
- **At the end of this lesson we will have discussed various representations in the media.**

VOCABULARY

Add the following vocabulary to your media journal:

- Representation
- Gender
- Sex
- Stereotype
- Countertype



STARTER

**CREATE A MIND MAP
OF YOUR IDEAL
MAN/WOMAN/CHILD**

What is Representation?

- The way in which people, places or events are re-presented to audiences.
- Designed to be believable, however they are often stereotypical.
- Consider the following [clip](#) of advertisements.



What is Gender?

- ‘SEX’ refers to the biological and physiological characteristics that define men and women
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- ‘GENDER’ refers to the socially constructed roles, behaviors, and activities that a given society considers appropriate for men and women.



What do these images say about what it means to be a boy/girl?

Go to this link and view slides 8-26

<https://www.slideshare.net/lizmedia/representation-of-gender-and-stereotypes/5>

Representation of Men

'Masculinity' is a concept that is made up of more rigid stereotypes than femininity. Representations of men across all media tend to focus on the following:

- Strength - physical and intellectual
- Power
- Sexual attractiveness (which may be based on the above)
- Physique
- Independence (of thought, action, finances)



- Watch the following: [clip 1](#), and [clip 2](#) which explore how men and women are represented.



Consider how the WOMEN are typically represented in media...

WOMEN

Women

There are also common stereotypes of women in the media. Women are often seen as:

- Sex objects
- Weak - dependent on men
- Easily frightened
- Emotional
- Hysterical
- Less intelligent

Consider how *MEN* are typically represented in media....

MEN

Men

There are common stereotypes of men in the media. These include:

- The joker
- The jock
- The strong silent type
- The big shot
- The action hero
- The buffoon

Consider how the following key groups
are typically represented in media....

CHILDREN

Children are often portrayed in the media or films in negative or stereotypical ways.

For example, based on an analysis by British 18-year-olds of British newspapers, students identified what they perceived to be seven stereotypes of children in the media:

Kids as victims.

Cute kids sell newspapers.

Little devils.

Kids are brilliant.

Kids as accessories.

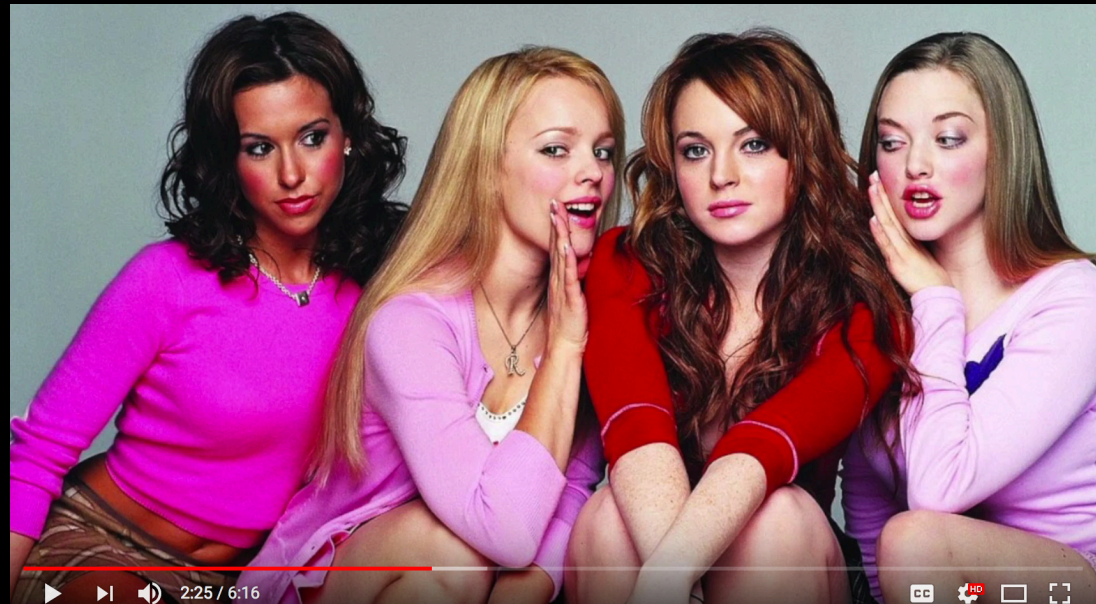
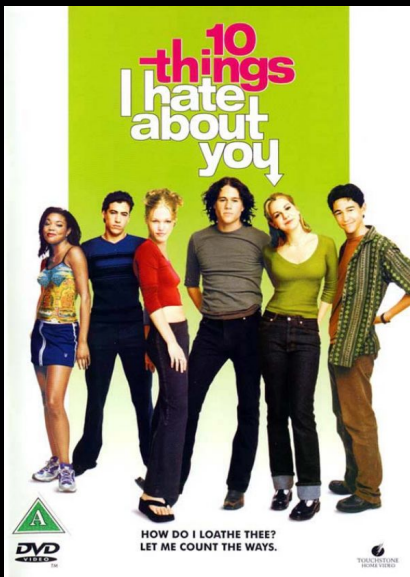
“Kids these days.”

Brave little angels

Consider how the following key groups
are typically represented in film....

TEENS

- Watch the following [clip](#)
- take notes on how teenagers and adults are represented.



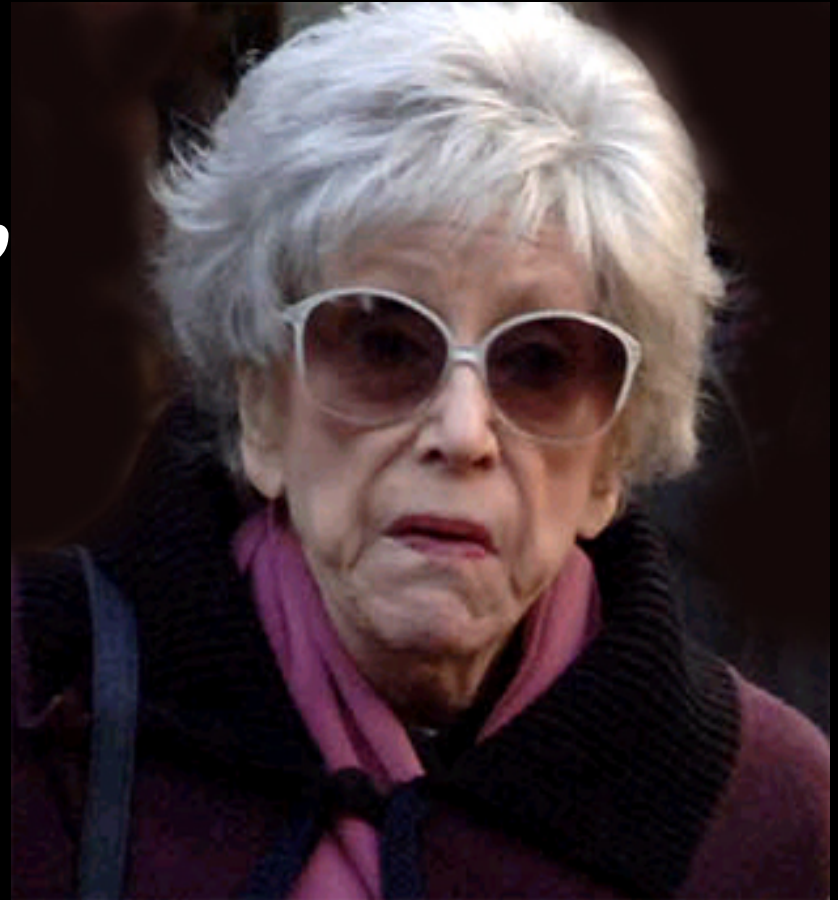
Teens

- Adolescents are also represented as members of prototypical groups — jocks, nerds, druggie, brains, underdogs, athletes, etc.
- They are often shown as disrespectful, moody and selfish.

Consider how the following key groups
are typically are represented in film...

THE ELDERLY

- Watch the following [clip](#), commenting on how the elderly are portrayed.

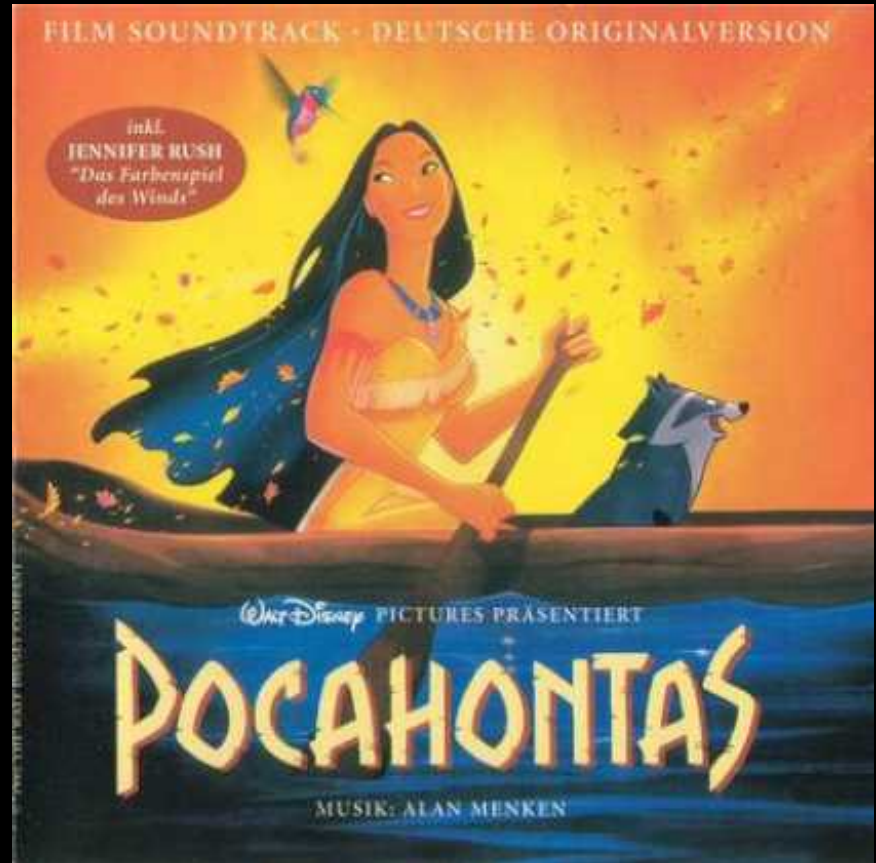


- The elderly are often represented in equally limited ways.
- Under-represented in the media; A study sponsored by Children Now of prime time television programs in the Fall of 2000 found that only 3% of the characters were 70 and older, and only 13% fell between the ages of 50 and 69.
- The reality is that 9% of the American population is over 70 and 28% are over 50. There was also a gender bias; only 19% of women were over age 40.

Consider how the following key groups
are typically represented in film....

ETHNIC GROUPS

- Watch the following [clip](#), taking notes about how different ethnic groups are represented.



Ethnic Groups

- Representation of race in the media can consist of the same sort of rigid stereotypes that constitute gender portrayal.
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- However, stereotyping of race is seen as more harmful than stereotyping of gender, as media representation may constitute the only experience of contact with a particular ethnic group that an audience (particularly an audience of children) may have. Racial stereotypes are often based on social myth, perpetuated down the ages.

Homework

Find examples of TV characters who, in your opinion,

- reinforce gender stereotypes
- challenge gender stereotypes

Create a collage of characters for each with annotations to explain your choices.