

re•PRESEN•

TAA•tion

REPRESENTATION



LESSON OBJECTIVE

- We will focus on gender representation of 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

REPRESENTATION

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

REPRESENTATION



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)



REPRESENTATION

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



REPRESENTATION

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

REPRESENTATION

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

REPRESENTATION

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

CHILDREN

REPRESENTATION

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

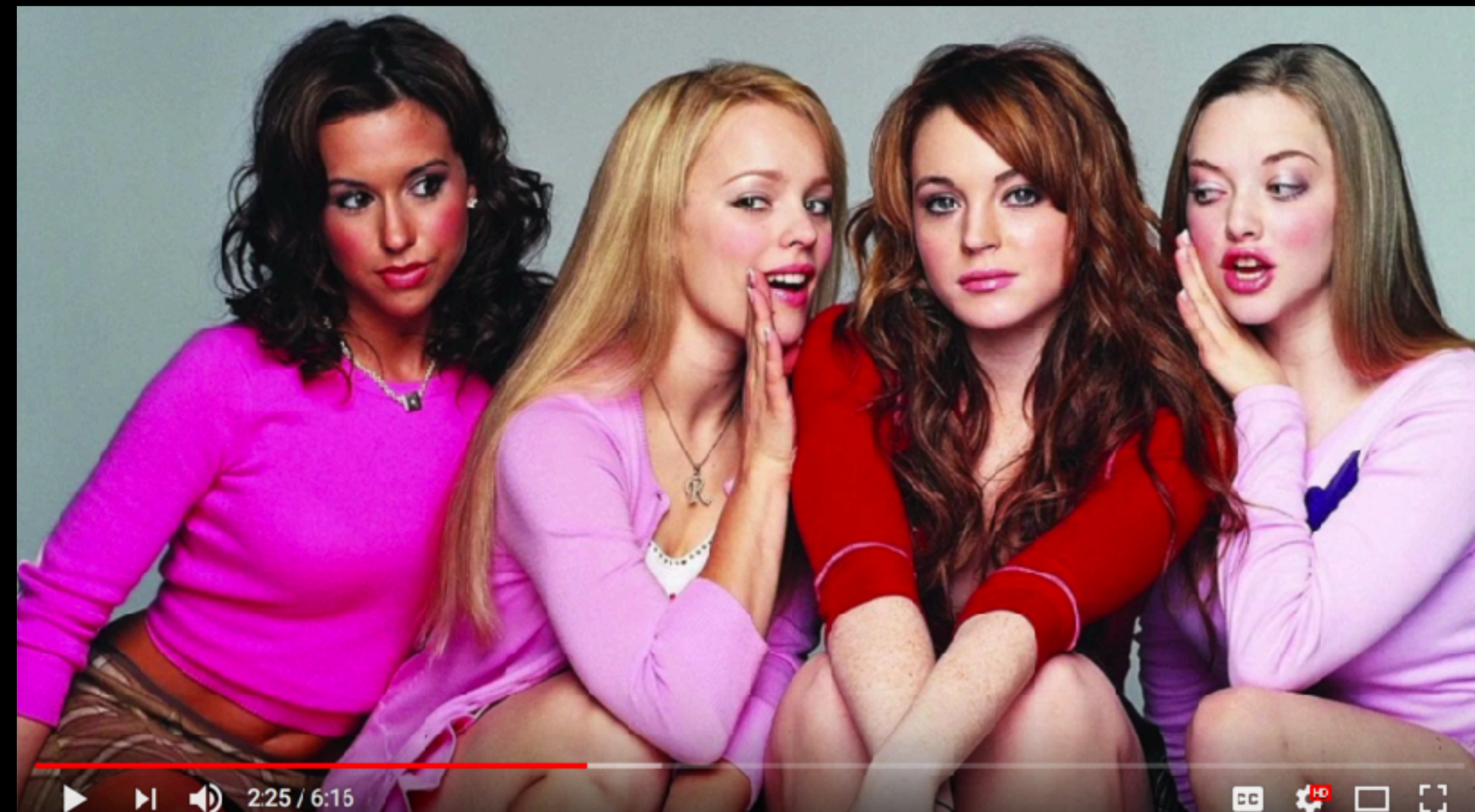
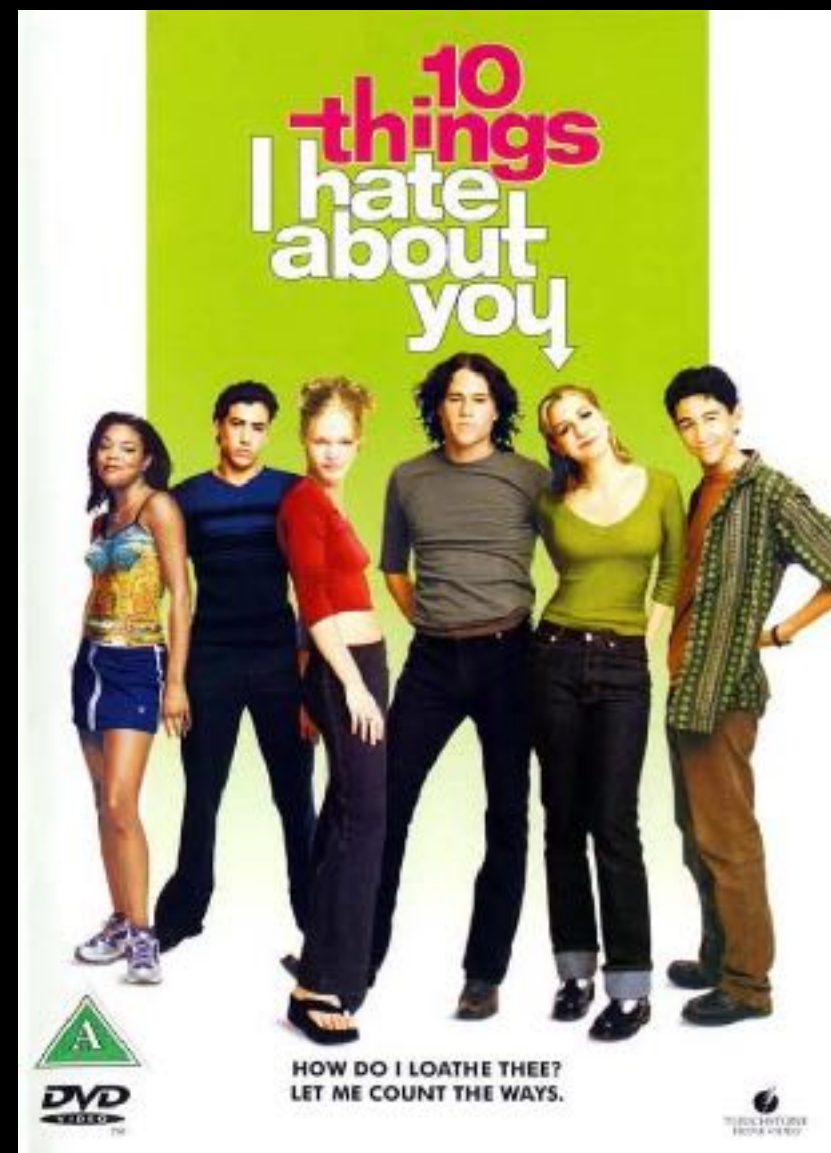
REPRESENTATION

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

TEENS

REPRESENTATION

- 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.

REPRESENTATION

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

THE ELDERLY

REPRESENTATION

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



REPRESENTATION

- The elderly are often represented in equally limited ways.
- The ELDERLY are 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.
- In reality, 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.

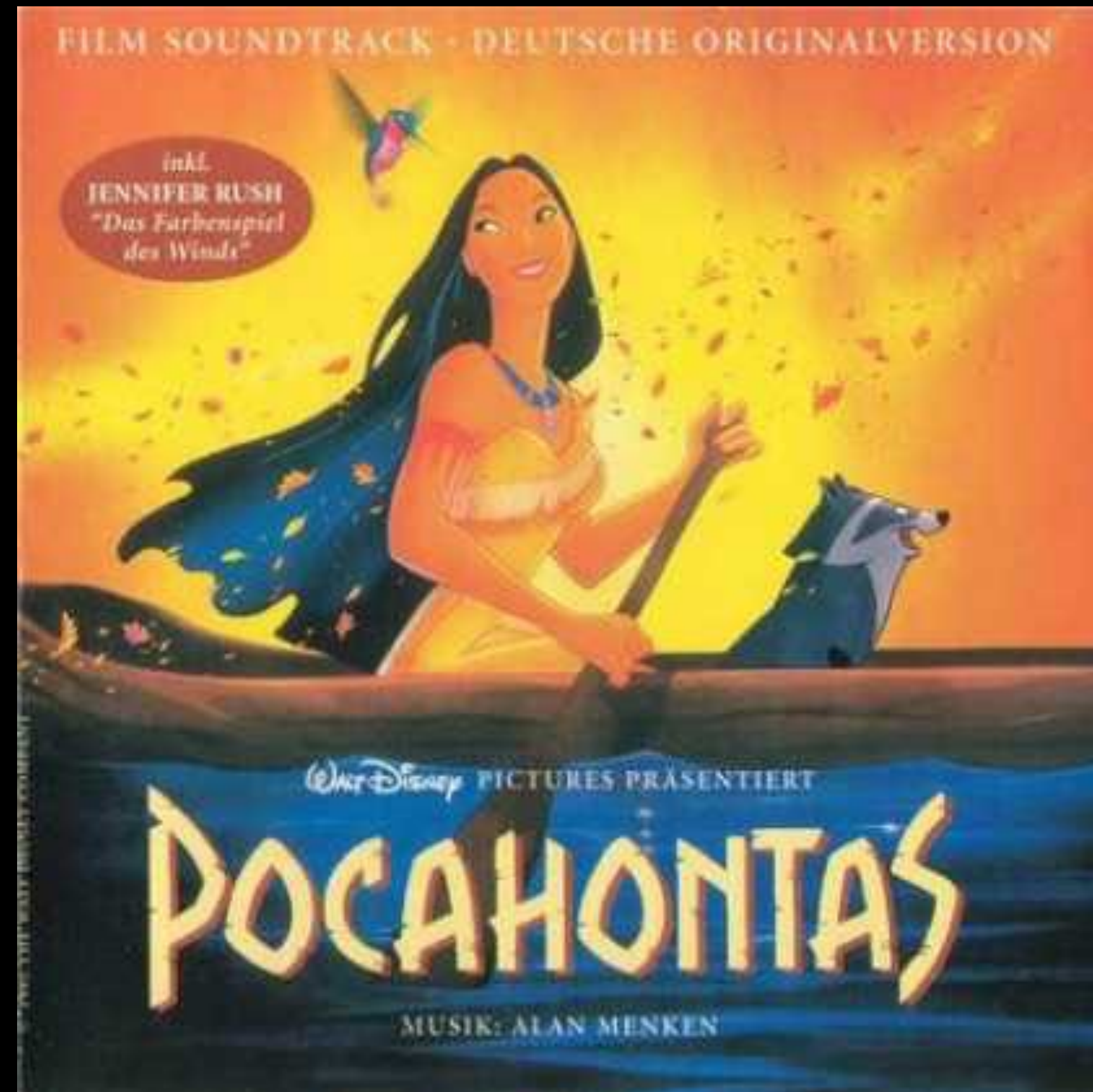
REPRESENTATION

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

ETHNIC
GROUPS

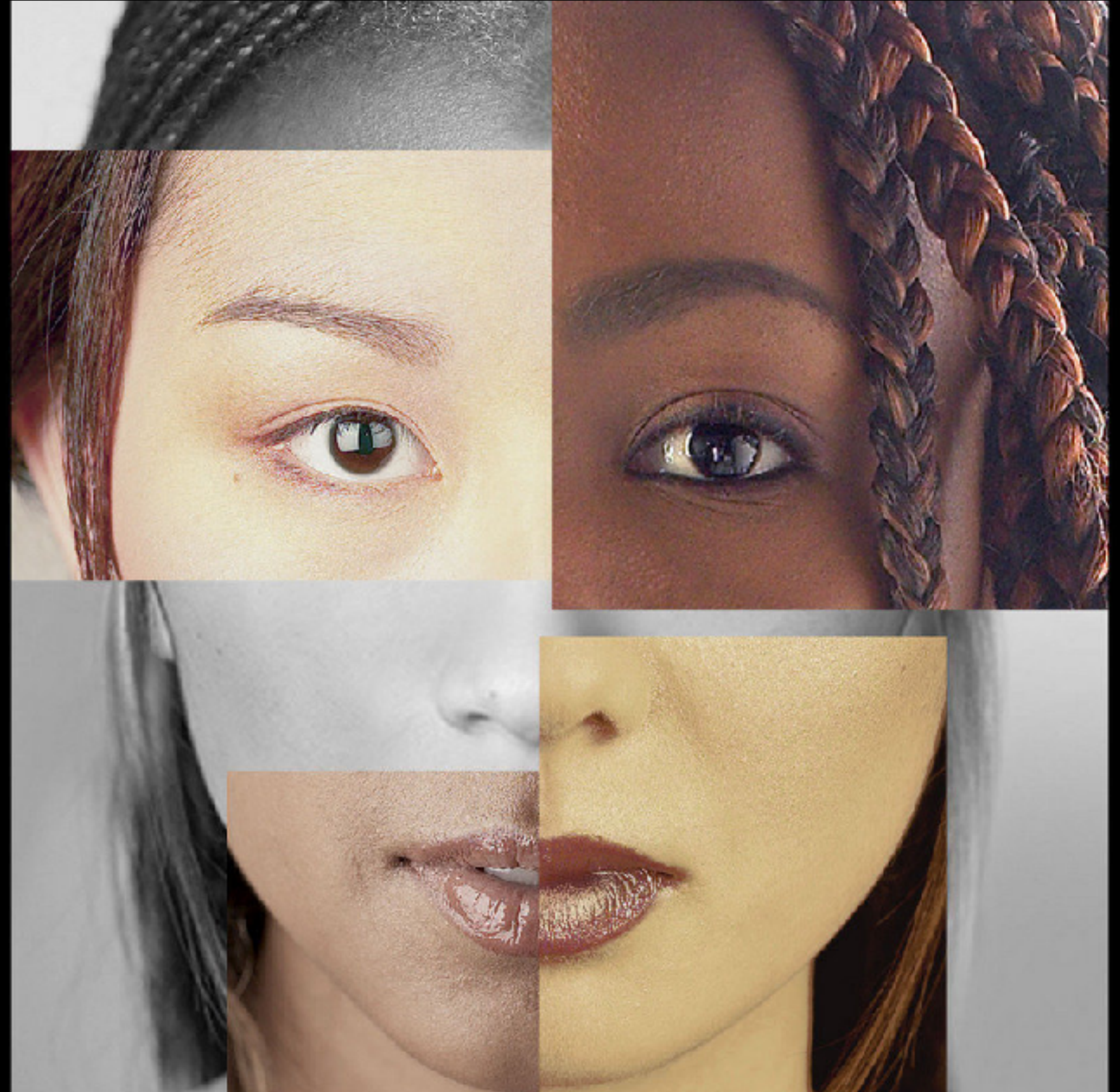
REPRESENTATION

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



REPRESENTATION

- Representation of race in the media can have the same stereotypes as gender portrayal.
- How can stereotyping of race be more harmful than stereotyping gender? Often, media representation may be the only exposure to a particular ethnic group that an audience might have.
- Racial stereotypes are often based on social myth, perpetuated down the ages.



Homework

Find examples of TV/film characters who, in your opinion,

- reinforce gender stereotypes
- challenge gender stereotypes

USE [CANVA](#) to create a collage of characters for each with annotations to explain your choices.