

# Representation

Positive Theory: Tessa Perkins –  
Stereotypes are not always  
negative and they can be true.

Negative Theory: David  
Buckingham – The media  
do not offer us a  
transparent window of the  
but instead a constructed  
version of it.

## Gender Theories

### The Male Gaze – (Laura Mulvey)

Audiences view characters from the perspective of the heterosexual male which objectifies and sexualises women.



### Patriarchy

A system of society and Government in which men hold the power and women are largely excluded from it



## Sexuality Theories

Craig (1992) suggests that when homosexual characters are portrayed in the media they are often stereotyped as having particular amusing or negative psychological and social characteristics.



### Gauntlett

LGBT people are still under-represented in much of the mainstream media, but things are slowly changing for the better. Gauntlett suggests that tolerance of sexual diversity is slowly growing in society, and images of diverse **sexual identities** with which audiences are unfamiliar may assist in making the population generally more comfortable with these alternative sexual lifestyles.



## Ethnicity Theories

### Alvarado's Theory

For key themes in racial stereotypes:  
Exotic, Dangerous, Humorous, Pitied.



### Tokenism

Underrepresentation of minority groups where they are given lesser roles than the dominant ethnic group.



### Stuart Hall

Their theory that ethnic minorities are seen as 'the other' in comparison to white dominated western cultures.



## Age Theories

### Dick Hebdige

Youth represented in two ways; Youth as troublesome or Youth as fun.



### Giroux

Media representations of youth are an 'empty category' because they are constructed by adults and reflect adult concerns.



### Newman

Upper class and middle class elderly people are often portrayed as occupying high-status roles as world leaders, judges, politicians, experts and business executives



# Common Stereotypes – Does it reinforce or challenge?

## Gender

**Traditional masculine man** – often shown as being muscly, strong, brave, heterosexual, working in manual jobs such as building, plumbing etc. They are often aggressive, tall, and dominant over women, works to provide for family, does no cleaning, cooking or childcare, promiscuous

**New Man** – Often shown as being less masculine but still heterosexual, very peaceful, shown to be more equal to women, known as the metrosexual as they take more care about the way they look.

**Traditional feminine woman** – often shown as being girly, likes pink, wears dresses, does feminine jobs such as working in fashion, hairdressing or stays at home to look after the children, needs a man to cope, weak, scared of things, needs rescuing, pure and innocent

**Sexy woman** – very flirty, dresses in a revealing way, more powerful than traditional women, promiscuous, uses men to get what she wants, no loyalty to other women, bitchy

## Sexuality

**Gay Men** – camp, feminine, funny, outrageous OR very attractive, and sleep around, repressed

**Lesbian Women** – Butch, manly, blunt, man haters, violent, lipstick, repressed, less visible

**Bisexual** - Confused, unsure, wanting the best of both worlds, going through a phase, 'straight looking', promiscuous, greedy

**Heterosexual** - homophobic, unaccepting, normal, happy, natural, correct, accepted by society, always have families.

**Drag Queens** - Extravagant, bitchy, catty, glamorous, gay, over the top, larger than life, camp, feminine, loud, animated, caricatures.

**Transgender** - Confused, troubled, bullied, isolated, discriminated against, weird.

## Ethnicity

**White people** – often shown as good, pure, heroes, strong, or sometimes racist

**Black people** – often shown as exotic, strange, tribal, criminal, poor

**Asian people** (Chinese, Korean etc) – often shown mainly as intelligent, submissive (quiet and shy), nerdy, interested in technology

**Indian people** – often shown as being poor, living in large families, very traditional, working in corner shops

**Middle Eastern people** (Arabs etc) – often shown as being terrorists, violent, aggressive, rich

**Hispanic** (Spanish, Mexican etc) – often shown as being poor, servants, nannies, into gang crime

**Immigrants** – often shown as being a drain on society, criminals, illegal, bad for Britain, taking British jobs

## Age

**Children** – often shown as being young, innocent, naive, pure, sweet, helpless, powerless

**Teenagers** – Often shown as being aggressive, moody, lazy, criminals, hate school, sexually active, breaking the rules

**20's-30's** – Often shown as the ideal age for love, parties, fun, making money, being glamorous and attractive. In films the heroes are often this age group.

**Middle Aged** – often shown as being past it, unattractive, not aware of popular culture, uncool, boring lives, dominant over others, no real connection to their kids, grumpy. In films the villains are often from this age group.

**Elderly** – often shown as being unattractive, slow, weak, ill, confused, pathetic, powerless, not important, dependent on others, racist, ignorant, judgemental