

# Identity Theory in Pictures!



**GIDDENS** - The self is not something we are born with, and it is not fixed. Instead, the self is constructed by choosing a lifestyle



**GAUNTLETT** - We establish our own identity, attitudes, behaviour and lifestyle in relation to those of media figures - some of whom may be potential 'role models', others just the opposite - we make judgements about how we are going to live our lives.



...Also suggests comparison leads to conflict.

**TAJFEL & TURNER - Social Identity Theory** - social identity is established through categorisation (group members grouping / aligning themselves to others, based on a particular trait) which then leads to groups identifying with each other creating a sense of belonging.



And so... "Youth cultures are symbolic and ritualistic attempts to resist the power of the ruling classes" (HALL)

Therefore...

**HEBDIGE:** Subcultures bring together like minded individuals who feel neglected by societal standards and allow them to develop a sense of identity

**JENKINS:** Collective Identity - We strengthen our solidarity with others through having similar tastes in fashion, hairstyles, objects, lifestyle, drugs, films, books, music etc.



# Effects of Representation on Youth – In Pictures!



**GRAMSCI - Hegemony** - One social class dominates society and makes their way of life and values appear normal, natural, and common sense.

**ALTHUSSER - Ideological State Apparatus** – This is how they maintain control using methods such as school, education, church and the media to relay their messages.

i.e. The BBC is funded by the government through the TV license...



Even though Channel 4 is privately owned it is still subject to laws and regulations in the UK



## **DYER - Stereotypes**

As a result those people with power produce media products that stereotype people with less power...

...Stereotypes are usually negative and they downgrade people. It controls audiences by showing them what not to aspire to...

And maintain...

**BUCKINGHAM** - Therefore, the media do not just offer us a transparent 'window on the world' but a mediated version of the world in order to avoid this...





**ACLAND:** Youth representations reinforce hegemony by constructing an idea of 'normal' adult and youth behaviour, and contrasting it with deviant youth behaviour which is shown to be unacceptable.

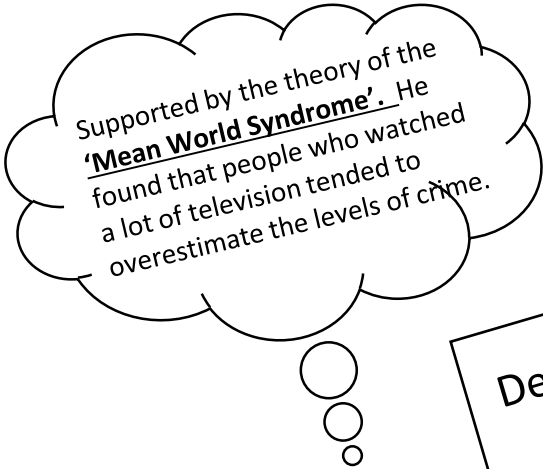


**ACLAND: 'Ideology of Protection'**

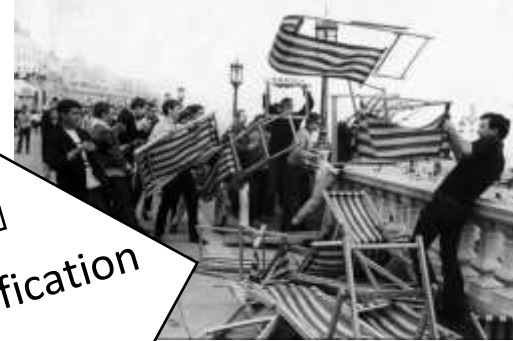
The idea that young people need constant surveillance and monitoring. Acland claims that media representations of young people out of control allows the state to have more control of them because it shows the consequences of actions.



# Effects of Representation on Youth – In Pictures!



Deviancy Amplification Spiral



**! Moral !  
! Panic !**

**STANLEY COHEN:** Mass media exaggerates deviant behaviour which labels a deviant group as bad. This then perpetuates more deviant behaviour from that social group which the media then reports on further.

**GERBNER: 'Cultivation Theory'** - the large numbers of representations of young people as delinquents could, over time, influence how they are perceived by society.



**...Reality**

**Fear...**



**GIROUX:** Media representations of youth becomes an 'empty category' because they are constructed by adults and reflect adults concerns, anxieties, and needs. Therefore media representations do not necessarily reflect the reality of youth identity.