

# Representations AFL practice

- At the end of your booklet you have a 20 marker practice question, which would require you to incorporate all the learning and understanding of this whole topic on representations, as well as any links to theories learned with Ms Ogunfidodo.
- In order to help you answer the question, I have given some examples of good PEAC paragraphs to help you build stronger arguments in your work and be more succinct.

# AfL – Exam practice

*Adapted from Jan 2013*

## Item N

Many sociologists argue that material presented by the media is partial and biased. However, it is not only issues of bias that concern sociologists studying the media. Some also criticise the media for failing to tackle difficult issues and for continuing to put forward representations of certain groups that reinforce and perpetuate stereotypes. Such representations include those of women, certain minority ethnic groups, age groups and those with disabilities.

For example, there is a range of research, including that by Cottle (2000) and Hargrave (2002), which shows that black and Asian minority ethnic groups are often linked to violence or criminality in representations by the mass media.

Using material from **Item N** and elsewhere, evaluate the view that the mass media represent many groups in stereotypical ways.

**[20 marks]**

A01/A02 **(P)** Tuchman et al. used the term *symbolic annihilation* to describe the way in which women's achievements are often not reported, or are condemned or trivialised by the mass media.

A02/A03an **(E/A)** Often their achievements are presented as less important than their looks and sex appeal. An example of this is Newbold's research into television sport presentation shows, which found there was very little coverage of women's sport and tends to sexualise, trivialise and devalue women's sporting accomplishments.

Furthermore, feminists would argue that women are generally represented in a narrow range of stereotypical social roles by a range of media, whilst men are shown performing a full range of social and occupational roles. A03 **(C)** However, it's important to note that in the last world cup, we had female commentators and there are a growing number of female presenters in sporting shows, so though the change may be gradual it is a positive move in the direction of equality.

**Connective/A03** Like gender representation, social class representations in the mass media often reinforce stereotypical images too.

A01/A02 **(P)** Newman argues that when news organisations focus on the working class, it is generally to label them as a problem, e.g. as welfare cheats, drug addicts or criminals. A02/A03an **(E/A)** Working class groups, whether it's young subcultures, gangs, skinheads or those living in estates, they are often the subject of moral panics. We tend to find that the reporting of issues such as poverty, unemployment or single-parent families often suggests that their personal inadequacy is the main cause of these social problems, rather than government policies or poor social provision. This idea of it being the fault of the working class communities themselves would be supported by the New Right perspective, Charles Murray. A03 **(C)** However, the growth in social media platforms like Twitter have allowed working class communities to challenge some of these views and have their voices and grievances heard, so society is more aware of the real reasons behind their poverty and not just see them in stereotypical negative ways.

# Further AFL questions linked to representations

These are the ones from the lesson ppt's and from any other sources:

**10 markers without the item:**

Q19. Outline and explain two ways in which the new media enable people to challenge stereotypical media portrayals of women. (*June 2019*) [10 marks]

Q19. Outline and explain two ways in which media representations of age and social class today are no longer stereotypical. [10 marks]

Q19. Outline and explain two reasons why the news may portray young people negatively. (*June 2018*) [10 marks]

Q19. Outline and explain two ways in which media representations of sexuality and/or disability could be said to be stereotypical. [10 marks]

Q19. Outline and explain two ways in which the media present narrow stereotypical images of ethnicity. [10 marks]

# 10 markers **with the item:**

Q20. Read Item M below and answer the question that follows.

## Item M

There are many different ethnic groups in society today. Many of these are underrepresented in positions of power, but over-represented in powerless groups in society. Some minority ethnic groups have different cultural beliefs, values and practices from those of mainstream society.

The media often portray minority ethnic groups negatively.

Applying material from **Item M**, analyse **two** reasons why the media often portray minority ethnic groups negatively. **[10 marks]**

***June 2017***

# 20 marker AFL questions linked to representations

Q21. Evaluate the view that the mass media represent young people as a problem group (*adapted from 2012 old spec*) [20 marks]

Q21. Evaluate the view that the mass media represent many groups in stereotypical ways. (*adapted from 2013 old spec*) [20 marks]

Q21. Evaluate the view that media representations of age and social class today are no longer stereotypical. [20 marks]

Q21. Evaluate the view that media representations of gender today are no longer stereotypical. [20 marks]

Q21. Evaluate the view that media representations of ethnicity remain stereotypical today. [20 marks]

Q21. Evaluate the role of the mass media in the representation of gender. [20 marks]

## 20 marker AFL questions linked to representations

Q21. Evaluate the view the media representations of minority ethnic groups are often problematic and negative. (*adapted from 2011 old spec*) [20 marks]

Q21. Evaluate sociological explanations of the ways in which the mass media represent gender [20 marks]

Q21. Evaluate the view that the media represents disability in stereotypical ways. [20 marks]