Summer Transition Work Media Studies

Task:

Research and report back on:

How are teenagers represented in television and print media?

You should write in continuous prose.

Television: Dramas, Soaps, News, Comedies

Print Media: Newspapers, Magazines

Representation: the description or portrayal of someone or something in a particular way.

In Media Studies, we learn about the important role that mainstream media plays in developing how we see, understand and react to different groups of people.

The maximum number of marks that can be awarded is 25:

Knowledge and understanding of representation 16

Inclusion of relevant images to support 3

Analysis of the impacts of representation 9

Key Evidence To Consider:

What are the teenagers wearing? What are they doing? How is the viewer/reader meant to react? Are teenagers always represented in the same way, or can you find positive and negative examples?

**Representation of gender in a Quality Street 1950’s advert:**

The male is located in the centre with 2 women ‘fighting’ for his attention and chocolates. This **represents** the male as the dominant character (patriarchal role, reflecting society’s views at that time) whereas the women are fairly **stereotypical** in that they are interested in ‘getting a man’ and ‘eating chocolate’.

We see the male wearing a formal suit, indicating he has an important job and is wealthy. This reinforces the view that the male is the provider of the family whereas the women look more domesticated in their appearance.

**Representation of the family unit:**

Both images here **represent** the ‘nuclear’ family – 2 parents and 2 children. This has long been seen as the ‘ideal’ family set up in the media, and many adverts/TV shows **reinforce this representation.**

We grow up seeing what a family *should* be in the eyes of the media, and this **influences** many decisions that we make in life. Could you imagine a single (unmarried) person being allowed to be the president of the United States?

<http://www.tc.umn.edu/~rbeach/teachingmedia/module5/2.htm>

https://en.wikipedia.org/wiki/Hypodermic\_needle\_mode