**Representation Theory**

**Apply to LFTD**

**For each academic idea or quotation:**

1. In column 2 of the worksheet, list the textual examples from the episode that you can apply the academic idea to in the set product. This might include examples from:

camerawork

editing

sound

mise-en-scène

characters

narrative

storyline

representations of events, issues, people, places.

1. In column 3, write down the meaning offered as a result of applying the academic idea to the case study product.

What does the theory help us to understand about the product?

What does the product help us to understand about the theory?

how can the examples in the product help to ‘support’ the theory?

How can the examples in the product ‘challenge’ and question the theory?

Summarise each theory in a simple and creative, but memorable phrase or sentence:

|  |
| --- |
| **Hall’s Representaton Theory.** |
| **Gauntlett Identity Theory** |
| **Van Zoonen Patriarchal Society** |
| **Hooks Feminist Theory** |
| **Butler Gender Performativity Theory**  |
| **Gilroy Post-Colonialism Theory** |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Hall argues that representation is not about whether the media reflects or distorts reality, as this implies that there can be on ‘true’ meaning, but the many meanings a representation can generate. Meaning is constituted by representation, by what is present, what is absent and what is different. The focus is on the use of stereotypes to create fixed meaning. To create anti-stereotypes is still to attempt to fix the meaning but just in a different way. **(Hall) – Representations Theory** |
| **Set product 1** |  |  |
| **Set product 2** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Gauntlett argued that the media have an important but complex relationship with identities. In the modern world it is now an expectation that individuals make choices about their identity and lifestyle. Gauntlett argues that there needs to be diverse representations in order for audiences to have the ability to freely and successfully identify themselves. **(Gauntlett – Identity Theory).**  |
| **Set product 1** |  |  |
| **Set product 2** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Van Zoonen argues that the way women’s bodies are represented as objects in patriarchal culture is different to the representation of male bodies as a spectacle. She agrees with Butler that gender is performative and contextual. Furthermore, that women need to break free from stereotypical representations in order to break free from misconceptions surrounding gender. **(Van Zoonen Patriarchal Society)**  |
| **Set product 1** |  |  |
| **Set product 2** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Hooks’ concept of ‘intersectionality’ – that intersections of gender, race, class and sexuality create a ‘white supremacist capitalist patriarchy’ whose ideologies dominate media representations – is it a high-level theory. (**Hooks Feminist Theory)**  |
| **Set product 1** |  |  |
| **Set product 2** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
|  Performativity of gender is a stylized repetition of acts, an imitation or miming of the dominant conventions of gender. Butler argues that “the act that one does, the act that one performs is, in a sense, an act that’s been going on before one arrived on the scene” (Gender Trouble). “Gender is an impersonation . . . becoming gendered involves impersonating an ideal that nobody actually inhabits” **(Butler Gender Performativity)**  |
| **Set product 1** |  |  |
| **Set product 2** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Gilroy argues that post-colonial melancholy still remains within the UK, and that this drives certain attitudes towards other races. The theory insists that the media portray White British as superior to other races, and that a racial hierarchy is enforced through media texts. Other races are portrayed as “others” that require help or are dangerous and exotic, whereas White British (or just British in some cases) are civilized. **(Gilroy Post-Colonialism)**  |
| **Set product 1** |  |  |
| **Set product 2** |  |  |