**Representation**

Dominant representation: a representation of a group of people used over and over again; a stereotype.

E.g. Asians are shown as geeky and family oriented, whereas Westerners are shown as careless and wild.

**Laura Mulvey’s Male Gaze Theory**

1. The world is stacked against women; a lot of media content is very flattering to men and demeaning to women.
2. The majority of the people working in the media are males – institutional bias means that too many males work in an industry.

**Taylor Swift – You Belong With Me**

What is the diegesis – the world constructed?

What is the ideology behind this?

* Boys are doing organized sport
* Girls are cheerleading
* Lyrics about being jealous of another girl – wearing short skirt/high tops/cheerleading vs band
* Girl chases boy; girls are submissive
* Polysemic representations: ambiguous connotations – what does red mean?
* When girls do wrong thing it’s a lot worse than when boys do them

28/5/2018

**Dominant representations**

*Hypersexuality and hypermasculinity*

Over-exaggerating aspects of a personality or physique to become more attractive or convey an attitude.

**Alternative representations**

Taking conventions for one class and using it for another – e.g. men and women.

A good example is musician Marilyn Manson; who wears feminine clothes, has long hair, a girl’s name, wears heavy makeup. Alice Cooper, an artist from before Marilyn’s time, did this too.

**The three waves of feminism**

1. Suffragettes – call for right to vote
2. 1970s – call for equality

Post-feminists – women can be presented *how they want* if they are in charge of their representation; if that’s what they want to be shown as

**Tokenism and media invisibility**

Tokenism: pretending to be inclusive with ethnic minorities in a thoughtless way just to say “we’ve done it”. Often these characters are sidekicks or unimportant to the storyline.

Media invisibility: certain group of people simple aren’t represented; they aren’t shown at all