

Create a glossary of representation terminology

Term	Hint	Answer
Representation	Link	The way a media product portrays a particular group, place or individual.
Ideology	Link	A set of ideas or beliefs.
Dominant ideology	Link	A set of ideas that dominate within society.
Stereotype	Link	An oversimplified representation of a group of people - usually constructed through exaggerated physicality.
Countertype	Link	A positive stereotype, usually created by reversing negative features within a stereotype.
Beauty ideal	Link	A socially constructed definition of physical beauty, often resulting in audiences feeling a pressure to conform to the narrow standards of beauty suggested.
Objectification	Link	A representation that depicts someone as an object of sexual gratification.
Subversive representation	Link	A representation that deliberately seeks to deconstruct or de-stabilise preconceived ideas.
Star power	Link	Depictions that use celebrity status - often producing idealistic representations for an audience.
Cultural hybridisation	Link	A term coined to describe the representations created by the fusion of two different cultures.
Realism	Link	The attempt to represent the real world in a natural or authentic manner - often concentrating attention on social problems.

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Otherness	Link	A term used to describe the way that media products privilege specific groups, whilst portraying anyone who falls outside of that privileged set as an outsider or other. Portrayals of otherness are often negative. Otherness is often used to describe the way that the media represents non-white ethnicities.
Racial binary	Link	A term used by Paul Gilroy to describe the way that some media products categorise all ethnicities into two groups - blacks and whites. The construction of racial binaries glosses over the everyday experience of all ethnicities and facilitates stereotyping processes.
Colonial discourse	Link	A set of ideas that privilege a white viewpoint - suggesting that the European or white perspective is superior to that of the non-whites.
Media plurality	Link	A media landscape in which lots of different types of media institutions operate -media plurality allows audiences to choose between a multiplicity of products, institutions and producers. Media plurality ought, theoretically, to enable healthy representations of all social groups.
Absent representation		The absence of key social groups within media products - the absence of such groups, it is argued, makes them invisible to audiences and reduces their value or social importance.
Hegemony	Link	The set of ideas, values and ideals that are dominant in society. Hegemony allows particular groups or elites to dominate within society.

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Feminised masculinity	Link	A representation of masculinity that moves away from traditional stereotypes.
'Gender trouble'	Link	A media product that subverts heteronormativity, offering an alternative representation of masculinity or femininity to traditional stereotypes.
Socially constructed gender	Link	A sociological view argues that our gender based identities aren't derived as a result of a biological disposition, but are formed as result of social learning. It is suggested that the media plays an important role in terms of defining the kinds of gender specific behaviours we ought to exhibit as men and women.
Gender binary	Link	The presentation of gender as either masculine or feminine, male or female. Media products, it is argued, reinforce this simplified view of gender identity.
Gender as performance	Link	An idea forwarded by Judith Butler that our gender identities aren't who we are, but what we do. As such, our gender identities are a performance rather a given.
A heteronormative representation	Link	A traditional representation that asserts heterosexuality and the simplified gender binary of male/female as natural.
Fixed identities	Link	A term used by David Gauntlett to describe the process of fixing an individual's identity through the application of rigid social rules. Gauntlett argues that fixed identities were dominant in the 1950s and '60s when rules regarding gender, class, and ethnicity were heavily prescribed by society.

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Fluid identities	Link	A term used by David Gauntlett to describe the contemporary process of identity construction. Gauntlett suggests that individuals use a range of role models and social influences to continuously craft their thoughts, beliefs and attitudes. Gauntlett argues that media plurality and the resulting diversity of media representations available to a contemporary audience facilitates fluidic identity construction.
Post-traditional society	Link	A term used to describe a society that has transcended traditional expectations regarding gender roles.