**What kind of world is being *constructed* by media texts?**

You might consider the following points:

• That the “reality” of the world presented by texts is constructed

• That audiences respond to texts according to their experience and knowledge of the world presented to them

**How are *stereotypes* used as shorthand to represent certain groups of people?**

You might consider the following point:

• That makers of media texts use audience recognition of types to transmit messages rapidly. Most media texts (e.g. films, magazine articles, television programmes and advertising) only have a short time to establish characters and as a result offer limited representations.

**How will audiences interpret the representation within texts? Who are the texts aimed at?**

You might consider the following points:

• That an understanding of representation is linked to the cultural experiences and the backgrounds of the audience.

• It is also affected by the audience relationship with, for example, the individual star/ event /environment etc.

**What ideologies / messages might be contained within the representation/s?**

• Be aware of the view being presented through the text.

• Question whether the particular interests / views of the world are being challenged, reinforced or promoted.

• Consider whether the texts are promoting, challenging or judging the roles of Gender / ethnicity/ age etc.