

Representation (Exercise 1)

Look at these quotes about race and gender and how they are shown in the media:

Despite some changes in the media portrayal of women and men in the last decade, representations of gender remain stereotyped. Men in lead roles continue to outnumber women across all program genres (Luke 2003, p198).

Media representations of 'race' and culture can be characterised, at best, by marginalisation and romanticisation and, at worst, glaring omission. The portrayal of persons of colour on Australian TV is overwhelmingly of African-Americans.....In contrast, Australian Indigenous and migrant cultures are not part of the everyday televisual landscape in any genre - at least no on commercial TV (Luke 2003, p203).

Please now go to the exercises link on the left before moving onto Stereotyping.

Vocabulary

Texts: This refers to any form of media that we will look at and analyse. Therefore a media text could be a print ad, a TV commercial, a movie, a song, etc.

Genre: A style or category of art, literature, movies, TV, etc

Exercise:

Read Quote 1, Look up the definition of *stereotyped* and explain in your own words what they mean by "representations of gender remain stereotyped"?

What do the words *marginalisation*, *romanticisation* and *omission* mean? After finding the definition of these words, what do you think Quote 2 is saying about representation of race and culture in Australian media?
