

Media Representation and Race

Wanjiru Waweru

Worcester State University

What is Media Representation?

Media Representation is based on how the society handles the contexts on certain aspects such as genders, race, sexuality, and social problems and special occasions to the audience. The media contexts develop the dignity to define the shape to expand the audience's critical thinking to observe about these important issues.

Race and Ethnicity

The visual picture of race and ethnicity became a gigantic mainstream in the media over the past several decades. The narratives did not stay from old stereotypes and racist themes. Previously, African-American men exposed themselves as a media frenzy to become thieves and criminals and African-American women, therefore, critics considered them as a certain stereotype, "portrayed in sassy comic roles or, worse, as characters denigrated through sexual insults. (Campbell et. al., 2014 pg. 229)"

Race Matters: America After George Floyd

PBS NewsHour anchor Judy Woodruff and her co-workers interviewed people in the United States to explain how racism made a negative impact in their lives. They spoke with them about the linguistics to concentrate on the distance between race and law enforcement which traumatizes others to be worried about the outcome of future endeavors.

The videos showed how America grappled with segregation as reporters traveled in three cities. Last year, at the protest of George Floyd in Minneapolis, Minnesota, they went and experienced how society became confused about the incident as residents wanted to fix and solve the issue, or otherwise, it would end up getting ugly really quickly, if people avoid it. People spend many years trying to make this incident work but unfortunately, in St. Louis, Missouri,

people did the best that they could to stop in 2014 after the death of Michael Brown Jr. However, it did not happen. Reporters went to Louisville, Kentucky, to review and reflect on the history of segregation in the African-American community. They develop the condition which effect the police to murder Breonna Taylor for no specific reason.

Many people enjoyed the important discussion including DeRay McKesson, a co-founder of the Campaign Zero and Margreet Huang, a president of the Southern Poverty Law Center to let anchors encourage the professionals to reveal voices in order to provide viewers with details to understand the documentary more.

How Fox News' Primetime Lineup Demonized Black Lives Matter In 2015

According to *mediamatters.org*, writer Tyler Cherry reported on how three Fox News anchors participated in the Black Lives Movement in 2015. People wanted to face the challenge of law enforcement as people fight for justice. Tyler Cherry wrote how people were involved in this situation after the death of Trayvon Martin.

“The Black Lives Matter movement -- which emerged after the 2013 shooting death of black teenager Trayvon Martin“In response, Fox's primetime line up -- Bill O'Reilly, Megyn Kelly, and Sean Hannity -- spent the year disparaging the movement, caricaturing Black Lives Matter as extreme and dangerous while downplaying the problem of police brutality. (Cherry, 2015)”

Policing The Police 2020

Policing The Police 2020 is a PBS Frontline documentary film that is based on the murder of George Floyd which caused the Black Lives Movement to advocate for racial justice and police accountability that across over American. Writer and historian Jelani Cobb found this

incident as a wake-up call to solve the problem as he traveled the police department in 2016. *Policing The Police* is to testify to the police brutality to confront the police department as it became a huge force to form again.

Color Adjustment

Color Adjustment, a 1992 documentary film knowledge the history of African-American television which portrays African-American people from 1948 to 1988. Marlon T. Riggs wrote and created *Color Adjustment*. This film represented as profitable to received and embrace the African-American culture without a portrayal that could lead to a erratic to focus on the reality.

According to the New York Times, Janet Maslin wrote a film review to analyze how *Color Adjustment* impact the African-American culture to reflect the media stereotypes in popular television shows. Janet Maslin mention about how Marlon T. Riggs used these shows to express their true emotions.

“*Color Adjustment* is Marlon T. Riggs's cogent and thoughtful survey of black America as represented by American television, from the demeaning stereotypes of *Amos 'n' Andy* to the subtler, more insidious ones of “*The Cosby Show*,” said Maslin. “Mr. Riggs also documents television's continuing identity crisis as he contrasts the idealized black figures seen on sagas and sitcoms with the harsher, angrier ones provided by the news.”

Coded Bias

Coded Bias, a 2020 Netflix documentary film that explores the bias in algorithms after Massachusetts Institute of Technology (M.I.T.) in the Media Lab researcher Joy Buolamwini did not cover flaws in facial recognition technology.

According to *Cnet*, Richard Trenholm wrote the introduction of *Coded Bias* to discover the activists who advocate to face the human rights to encourage the society to fight for their own lives. Richard Trenholm wrote about how you help and support others from social justice.

“Insightful documentary, *Coded Bias* , chillingly reveals how much power technology already holds over us,” said Trenholm. “But it also introduces a generation of campaigners fighting this overreaching tech that's shaped by our worst human failings.”

Conclusion

On the *Media In Society*, Richard Campbell mentioned about Race and Ethnicity in the *Representation in The Media* to observe how does the Media criticizes the African-American people for more than six decades to generalize their appearances instead of creating a specific judgement. Tyler Cherry wrote about in his article, *How Fox News' Primetime Lineup Demonized Black Lives Matter In 2015* to explain about the importance of the Black Lives Movement. *Race Matters: America After George Floyd* and *Policing The Police 2020* are both considered a documentary film to address the issue to understand the outcome of the future in law enforcement and racial justice. *Color Adjustment* focused the media stereotypes on Television shows. *Coded Bias* contracted on the experience of racial technology expression.

References

What is Representation? - GCSE Media Studies Revision - BBC Bitesize. (n.d.). Retrieved from

<https://www.bbc.co.uk/bitesize/guides/z9fx39q/revision/1#>

Desk, N. (2021, May 21). Retrieved from

<https://www.pbs.org/newshour/nation/watch-live-race-matters-america-after-george-floyd-a-pbs-newshour-special>

Cherry T. (2015, December 19). How Fox News' Primetime Lineup Demonized Black Lives

Matter In 2015. Retrieved from

<https://www.mediamatters.org/sean-hannity/how-fox-news-primetime-lineup-demonized-black-lives-matter-2015>

Policing the Police 2020. (n.d.). Retrieved from

<https://www.pbs.org/wgbh/frontline/film/policing-the-police-2020/>

Color Adjustment. (1992, January 29). Retrieved from <https://www.imdb.com/title/tt0103984/>

Maslin, J. (1992, January 29). Review/Film; Under Scrutiny: TV Images Of Blacks. Retrieved from

<https://www.nytimes.com/1992/01/29/movies/review-film-under-scrutiny-tv-images-of-blacks.html>

Coded Bias. (2021, April 05). Retrieved from <https://www.netflix.com/title/81328723>

Trenholm, R. (2021, March 31). Eye-opening documentary Coded Bias, streaming on Netflix

April 5, faces racist technology. Retrieved from

<https://www.cnet.com/news/coded-bias-review-eye-opening-netflix-documentary-faces-up-to-racist-tech/>

Campbell, R., Jensen, J., Gomery, D., Fabos, B., & Frechette, J. (2014). *Media in Society*.

Boston, MA: Bedford/St. Martins.