Representation In The Media

Wanjiru Waweru

Worcester State University

<div align="center">What is Media Representation?</div>

Media Representation is based on how 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 these important issues.

<div align="center">**Chapter 9: Representation in the Media**</div>

<div align="center">The Impact of Contemporary Society</div>

Media In Society explains how contemporary society connects to the mass media. "In contemporary society, we derive our sense of self and place through social interactions, as well as our experiences with mass media. (Campbell et. al., 2014, p. 221)" It tells how the society observes the creativity and impact of the media through "critical analysis of how media are dominated by powerful industries that influence identity, experience, and events. (Campbell et. al., 2014, p. 221)" The role of media develops the sense of "language, visuals, codes, and conventions (Campbell et. al., 2014, p. 221)" to understand the story to identify the society and how the people approach it. People give the representation of the media as "members of society, and as global citizens. (Campbell et. al., 2014, p.221)"

<div align="center">How did the media system become a commercial success?</div>

The media system became a commercial success because it represents people as "consumers with specific demographic profiles. (Campbell et. al, 2014 p. 221)" People represent and appeal to the representation of the media system, therefore, they approach the representation to not capture the sense of ability to find themselves to react, to experience it, and to make an enormous difference in their lives. It tells a technique on how to understand the influence of

media properly. "In order to better comprehend the media's influence on our identity and our understanding of the world, we need to study the political, economic, and ideological power of media producers. (Campbell et. al., 2014, p. 221)" People want to ask questions that involve the dignity to describe, finding the definition, and the purpose on how stories are organized in narratives to be capable to testify how the development of media nourishes in the progress and the impact on its culture, concept, political, and marketing.

<p align="center">Ideology, Hegemony, and Master Narratives</p>

According to Campbell, he made a statement on how social impacts the media in society. "Social discourses reflect the values, beliefs, and ideas that are part of the culture, including the work of those who produce media content. (Campbell et. al., 2014 p. 222)"

Campbell wrote about ideologies on how social discourses became consistent in the media industry. "When social discourses are repeated in a variety of media, they eventually form patterns of thought that emerge as ideologies system of meaning that circulate the dominant ideas of a society, helping us to process and make value judgments about the world. (Campbell et. al., 2014 pg. 222-223)"

Campbell discussed about Disney films use it as an example in dominant ideologies. "One powerful example of dominant ideologies uniting in various forms across time is the animated films from the Walt Disney Company. Disney films are known as family-friendly, all-ages entertainment; they offer influential stories of male heroism, female dependency, heterosexual norms, and the power of whites in society. (Campbell et. al., 2014 pg. 223)"

Campbell discussed about how Disney films relate to racial and gender stereotypes in two popular and successful film: *The Lion King* (1994) and *Mulan* (1998). "Moving beyond gender,

cultural critics have argued that *The Lion King* (1994) underscores the dominant ideology of white supremacy in its racial caricaturing. (Campbell et. al., 2014 pg. 223)" *The Lion King* involves African-American actors and dialects manifest the animated film where it took place when the idea of the hyenas is to kill the king to disrupt the concept of orders and civilization in order to conquer the world. *Mulan* (1998) considered as an important lesson in the film industry to understand the theme between heroism and romance that towards a young Chinese woman who saved her father's life to take over his place to protect her country from the villains. "As a young and unconventional female warrior, Mulan emergies victorious despite the dangers associated with daunting battles. (Campbell et. al., 2014 pg. 224)" Critics became very unhappy about *Mulan* because it does not shown your average disney film. "Notwithstanding, critics were disappointment by a film's ending, as it shows Mulan returning home to her village in a culture pressure to confirm to more traditional ideas of romance and domestically. (Campbell et. al., 2014 pg. 224)"

Mickey Mouse Monopoly: Disney, Childhood & Corporate Culture Documentary

In the 20th Century, the Walt Disney Company became a commercial success. It created a form of image that people wanted as magical, playful, and harmless. It is an animated film that could be enjoyable for family to watch. *Mickey Mouse Monopoly: Disney, Childhood & Corporate Culture* Documentary wanted viewers to listen carefully to understand how the Disney films develop stories through race, gender, and class which contributes the values of their childhood to show how Disney films analyze the media to understand the consequence of the child's development that many people discussed about how *Mickey Mouse Monopoly* gave rise to attack the pleasant of their youth.

According to Youtube, "*Mickey Mouse Monopoly* takes a close and critical look at the world these films create and the stories they tell about race, gender, class …. disturbing conclusions about the values progated under the guise of innocence and fun. Disney's culture pedagogy, examines its corporate power, and explores its vast influence on our global culture."

<center>Understanding Identity Stereotypes</center>

Every story explains it all, "individuals and groups are usually reduced to easily identifiable categorizations, or stereotypes, so that audiences can label them, often on the basis of simplistic characteristics like gender, race, class, and/or sexuality. (Campbell et. al., 2014. P. 228)" People know the stereotypes in the media to describe how stories classify the contemporary media to judge and analyze it. Stereotypes concentrates on the media narratives and gives the readers guidance on how it tells the identity politics to maintain the contemporary media.

<center>Race and Ethnicity</center>

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)" Campbell mentioned that actors in the Latino community who portrayed themselves in living in a poor environment. "Latino characters… combined violence and sexuality with survival in a hostile, anti-immigration environment, while

Latina characters have been shown as interlopers who should be grateful for domestic work and low-paying jobs. (Campbell et. al., 2014, pg. 229)"

<div align="center">Gender</div>

Campbell wrote about women in the media industry and how they used an empowerful voice to be heard. "...a new generation of empowerful girls and women has led to the inclusion of strong role in the media. (Campbell et. al., 2014 pg. 229)" Campbell explained how they used their talent to break barriers for future generations. "Physically assertive girls and women who solve their problems. (Campbell et. al., 2014 pg. 229)

<div align="center">Behind the Story of Christina Aguilera's *Can't Hold Us Down*</div>

Christina Aguilera's *Can't Hold Us Down* became a strong anthem to face gender double standards. This song appears on her iconic album, *Stripped* (2002). It is based on what is appropriate and fair for women. This song considered as a female empowering song because she wanted to respond and face American rapper Eminem who insulted her on his hit single, *The Real Slim Shady* (2000). She wrote this song about how female in the music industry and society found their voice to solve the solution. She became huge advocate to encourage other women to stand up for themselves to break the gender stereotype She sung about how they used their own sexuality to challenge men based on how they want women to be in a certain way, over the past century.

"If you look back in history," Aguilera sung. "It's a common double standard of society. The guy gets all the glory the more he can score. While the girl to the same yet you call her a whore."

Tough Guise: Men and Masculinity in the Media

Tough Guise: *Men and Masculinity in the Media* is based on violence in America which could lead to a stressful gendered phenomenon to observe the experience of violence that requires the relationship to cultural codes and concept between masculinity and manhood.

According to the book, Jeremy Earp & Jackson Katz, they wrote the review on the synopsis of the video. "Masculinity is made, not given – as opposed to one's biological sex. Media are the primary narrative and pedagogical forces of our time; Media images of manhood therefore play a pivotal role in making, shaping and privileging certain cultural and personal attitudes about manhood. A critical examination of privileged media images of manhood reveals a widespread and disturbing equation of masculinity with pathological control and violence. (Earp & Jackson pg. 6)"

Sexuality

Campbell wrote about Sexuality in the media. "In most mainstream media narratives, the dominance and 'normalcy' of hetreosexual orientation are typically taken for granted. When gay, lesbian, bisexual, and transgender persons have appeared in prime-time TV programs over the years, their sexual differences-usually portrayed comically-are often part of the narrative intrigue, setting up conflicts with so-called 'normal' characters. (Campbell et. al., 2014, pg. 231)"

Tip of the Day: The Unfair and Imbalanced Culture of Sexual Harassament at Fox News

According to *Project Censored,* Julie Frechette wrote about Bill O' Reilly's controversial statement in Fox News in April 2017. She reported about how the media criticize him as he

exposed his "hateful" words. She mentioned about the history of Bill O' Reilly's media stereotypes.

Bill O' Reilly's abrupt dismissal from Fox News in April serves as a long, hard fought victory for those who have called him out for his sexist, racist, xenophobic, homophobic, and classist rhetoric," said Frechette. "Over the past two decades, viewers of Fox News have been subjected to O' Reilly's histronic trades against women, people of color, and members of the LGBTQ community, among other. O' Reilly rants tapped into the their own sexist attitudes toward minorites, while cultivating a culture of domination and discrimination in the workplace."

Conclusion

On the *Media In Society,* Richard Campbell explained about the Representation in the Media to understand the commercial success of the media system. He discussed about identification of stereotypes through gender, sexuality, and race. He used Disney films as an example to discuss about ideologies to review and write about stereotypes in the media. Christina Aguilera' *Can't Hold Us Down* helped women to seek for a voice. Julie Frechette reported about how Bill O' Reilly's comments became offensive to listeners. *Mickey Mouse Monopoly* concentrated on the media stereotypes in Disney film. Jason Earp and Jackson Katz wrote about the review of *Tough Guise*: *Men and Masculinity in the Media.*

References

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

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

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

      Boston, MA: Bedford/St. Martins.

Wilkinson, S. (2017, October 26). 15 Years After Christina Aguilera's 'Stripped,' We're Still

Nowhere Near Gender Equality. Retrieved from

https://www.vice.com/en/article/d3dpby/christina-aguilera-stripped-gender-equality-15-anniversary

Kun, J. (2003, July 15). Christina Aguilera, 'Stripped' (RCA). Retrieved from

http://www.spin.com/reviews/christina-aguilera-stripped-rca

Frechette, J. (2017, May 09). Tip of the Day: The Unfair and Imbalanced Culture of Sexual

Harassment at Fox News - Censored Notebook. Retrieved from

https://www.projectcensored.org/tip-day-unfair-imbalanced-culture-sexual-harassment-fox-news/

"Mickey Mouse Monopoly: Disney, Childhood & Corporate Culture" Documentary VHS [Video

file]. (2021, June 4). Retrieved from https://www.youtube.com/watch?v=hqhybcZT7rc