

Final Project Proposal

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CTS 1000: Culture & Technology: Keywords

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Minorities in the Media

Using the keywords *visibility*, *representation*, and *diversity* the following question will be explored: How does symbolism and stereotyping play a role in the portrayal of minorities in the media? This question will be explored by analyzing sources, primarily from the course's project resources. I will be bringing to light ways in which members of minority groups are still being harmed as a result of both lack of representation and misrepresentation. I expect to centre my research and therefore my project on the following thesis: Discrimination and stereotypes which continue to dominate mainstream media are harmful and set forth damaging messages which perpetuate cycles of injustice. The media is a prominent agent for socialization and is therefore an incredibly dangerous source of influence for the general public when used in ways which are not sensitive to our diverse population.

For my project I am planning on doing a twine game with a supporting blog post. I want to use a twine game which explores the representation of minorities in the media with a blog post to supplement additional information I find relevant to the topic.

My three keywords (as mentioned above) are *visibility*, *representation*, and *diversity*. Representation is the keyword which will be the primary focus for my project. *Visibility* plays into my question as the way in which selections are made on what and who to make visible in the media has implications in that it is a reflection indicating the thoughts and feelings of those with influence. *Representation* fits hand in hand with *visibility* as both are related to the portrayal of minorities, and whether or not they are accurately and proportionally given the spotlight. Lastly, *diversity* is relevant in my exploration in that there is immeasurable diversity in terms of minority groups and their treatment in the media is not made equal. The representation some minorities get is less accurate, some have worse implications, and some are left out entirely.

Resources

All Tech is Human. (n.d.). *Responsible Tech Guide*. Retrieved November 21, 2021, from

<https://alltechishuman.org/>

The following quote from the above source really struck a chord with me : “Right now technology is developed and deployed by a small sliver of society that is ill-situated to handle to complexities of how emerging technology impacts us on an individual and societal level.” This is because it highlights the point I am trying to make with my project that there is a dangerous lack of diversity in media creation.

Edinburgh Television Festival. (2018, August 23). *Michaela Coel | James MacTaggart Lecture* |

Edinburgh TV Festival 2018 [Video]. Youtube. <https://youtu.be/odusP8gmqsg>

This source is a lecture by Michaela Coel. She discusses her experience growing up as a person of colour, attending drama school, and writing a TV show about and for who she calls “misfits”. It is directly relevant to my project as she discusses the portrayal of those not often given the spotlight in the media.

Hall, S. (2011). *Introduction: who needs ‘identity’?*. In S. Hall, & P. du Gay (Eds.), *Questions of*

cultural identity (pp. 1-17). SAGE Publications Ltd,

<https://sk.sagepub.com/books/questions-of-cultural-identity/n1.xml>

This source describes representation in language. I intend to build on what is discussed here and link it to the idea that the associations formed through the media become embedded in our linguistic and attitudinal mental representations.

Plato. (2018). *The allegory of the cave*. (T. Sheehan, Trans.). Republic.

<https://web.stanford.edu/class/ihum40/cave.pdf>

In Plato's allegory, prisoners are forced to watch puppets and shadows. Because this is what is shown to them they believe it to be real. I will be using this allegory to highlight the power representations in the media have when people are receiving an incomplete, often homogenous message.

Socialprogress.org. (2021). *Global index: Results*. Social Progress Imperative. Retrieved

November 21, 2021, from <https://www.socialprogress.org/index/global/results>

According to this source, access to information and communications is progressing more than inclusiveness. Even as the media grows and evolves, inclusivity still lags behind.

Use at least three keywords: maybe visibility, representation, and diversity.

- You did a project on representation and diversity already so you have a leg up
- Do a question about symbolism -- maybe of racial profiling in villains?
- Accurate portrayal in the media?
- Performative representation in the media?

***TITLE FIRST IF CITING OED (see infographic citation)

***ASK ABOUT WHAT SHE SAID ABOUT REPLACING OUR FIRST GRADE

Resources:

- **Dramatist Michaela Coel, 2018 James MacTaggart Lecture**, including on her use of digital media, the technology of TV script-writing. [sexual assault]
<https://youtu.be/odusP8gmqsg>
 - “first black girl they had accepted in five years” (after 11 minutes)
 - “when people mention diversity I guess we mean people who aren’t watching or making much of our telly creatives outside of this industry (...) I’m going to take on another existing word, misfit, and change the meaning of it just for this lecture” -- people who look at life differently or who have life look at them differently. (before 22 minutes)
 - “Of late, channels, production companies, and online streaming services have found themselves scrabbling for misfits like kids in a playground scrambling for sweets” (22:50) -- unsure but aware “they might be very profitable”
 - “I was making a story about the world from my view, from the view of those misfits I’d grown up with who looked at things a bit like I did, a view rarely found on TV” (27 mins ish) -- insisted she have co-writers after she tried writing alone but then the search for co-writers was “terminated”
 - Filming for another show in a place “far far away” producers, “they didn’t think to see things from our point of view”
- **Stuart Hall, “Introduction: Who Needs Identity?”** Questions of Cultural Identity. Ed. Paul Du Gay and Stuart Hall. Sage, 2011
<https://sk.sagepub.com/books/questions-of-cultural-identity/n1.xml>
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- **Plato, The Allegory of the Cave**, from The Republic **maybe use the youtube link after <https://web.stanford.edu/class/ihum40/cave.pdf>
 - Talk about the puppets projected on the screen breeding ignorance and not knowing what the real world is like -- representations and their broader implications
- ??? Social Progress Index <https://www.socialprogress.org/index/global/results>
 - Relate to context -- in this day and age digital media and television play an instrumental role in the socialization process --
- **All Tech Is Human: Organization for responsible technology.** <https://alltechishuman.org/>
 - “Right now technology is developed and deployed by a small sliver of society that is ill-situated to handle to complexities of how emerging technology impacts us on an individual and societal level.”
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Twine:

Option A

- Where do you live? Or maybe how do you identify?
 - Pick popular TV shows and see if they will have a part
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