**Media Exam Revision:**

Stuart Hall’s representation theory comes in three separate parts. The first part is that the Media often use stereotypes: Stereotypes are widely circulated oversimplifications of people and groups. A stereotype is a preconceived idea of what a person is like, based on a range of different factors. These factors can involve culture, religion, race, sexual orientation, age, gender, appearance. In a variety of media texts, females might stereotypically be seen as mothers who are caring, emotional and as housewives, however males might stereotypically be represented as brave, strong and confident. Another example of a stereotype used by the media is ethnic minorities being portrayed in a negative light, often as dangerous or as criminals. Stuart Hall believes that stereotypes tend to come about when there are people in power who are from the dominant hegemonic groups within society, stereotypically white, upper class wealthy males. Stuart Hall believes that because a lot of media companies are owned by individuals who would fall under that hegemonic group, there is a tendency for them to represent people from outside of those groups in a very stereotypical way, because of the lack of experience with people from those groups.

Richard Dyer and Stereotypes Richard Dyer is a media theorist who analysed how societies create stereotypes, these stereotypes can be used as a justification for violence and aggression. For example, Adolf Hitler stereotypes an entire religion and was so driven by these negatives representations that he oversaw the deaths of over 6 million Jews.

Laura Mulvey’s Male Gaze Theory Laura Mulvey is a media theorist and she looked at how females are represented in media texts. Mulvey created the well known phrase the ‘male gaze’. The theory suggests that the male gaze denies women human identity, and instead represents them as sexual objects who are included for their visual appeal only. The ‘male gaze’ occurs when the audience is put into the perspective of a heterosexual man. A scene may focus on the curves of a woman's body, putting the viewer in the eyes of a male Mulvey, along with Stuart Hall, also identified how producers assigned different genders to different roles with media texts. She outlined how males stereotypically take an active role in the narrative and females play a passive role, for example James Bond is the lead male character who saves the day and drives the narrative forward, he would be seen as the ‘Active’ role, whereas his female lover needs to be rescued and heavily relies on him throughout the film, she would be classified as playing the ‘Passive’ role. Many media texts use the male gaze, this can lead to a variety of negative effects upon society including: - Warped sense of reality for males - Pressure on females to look a certain way - Unrealistic ideologies of gender roles - Males assuming dominance in everyday life

Reality TV show:

In the Sidemen reality TV show people are locked into a house without outside communication and they have a Prize Pool which decreases with purchases from a shop which decreases money from the prize money and everyday they do a challenge in a sidemen theme which if they lose a round a amount of money stated at the beginning of the challenge is deducted every time The housemates must work together to not lose a lot of prize money. The reality tv show is spanned over a whole week and the contestants can leave at anytime they would like if the tv show becomes to much there are also some other things that can be paid for the whole group but still costs them money. There is also a point where they have a temptation room which means that they would have to