

Media Representation

a) Overview

Hi, everyone! My name is **Julian**./ I'm a master's student in Journalism and **Media**./ Today, I would like to introduce the **concept**/ Media **Representation**.

b) Basic Definition:

Media representation is a popular **framework**/ used in the field of media **studies**/ to analyze how meaning is **created** and **disseminated** through media.

Media representation is not a **simple reflection** of reality/ but rather **a complex construction** of meaning/ influenced by cultural, social, and ideological factors.

c) Discourse Markers:

You may feel a little bit **confused** about this **definition**./ But don't worry./ Now, I gonna help you/ understand the meaning and importance of this concept/ by analyzing the Asian representation in **Hollywood** movies.

d) Strategies: Everyday Example

1)

Let's start by looking at the picture in the upper **left**.

This character is from a famous **movie**./ Breakfast at **Tiffany's**./ In this movie./ he is a **Japanese** man./ When you see **him**./ you may feel **uncomfortable**/ because he is **short**./ his teeth look like **rats'**./ and he always speaks a weird **language**./ But you know **what**./ this actor actually is a **white** man./ rather than a real **Asian**./ And at that time in **Hollywood**./ people used "**yellowface**" to call a white actor who plays an Asian.

It is a **really** offensive representation of **Asians**/ because it makes fun of **Asians** based on **stereotypes**./ and reflects the **way**/ that Americans viewed Asian **immigrants** at that time.

2)

And then, let's take a look at the picture in the upper **right**.

So, as time **went** by./ Hollywood movies started to realize that "**yellowface**" was not **okay**/ and they started using **real** Asians to play Asian characters./ However, there still exist some **problems**.

As you can see./ these two girls are from a **comedy**./ one is called Fook **Yu**./ and the other is called Fook **Mi**. From their **names** and the way they are **dressed**./ you can feel that they are being "**sexualized**./" which means/ they are being used as a tool for making dirty **jokes**.

So we can tell that,/ although Asian representation had become more **normal**,/ most of the **time**,/ they were still being presented in a **negative** way./ And such representation still had a **negative** impact on Asians in **real** life.

3)

And then, when the time came in 2018,/ the **game changer** appeared,/ and that was Crazy Rich **Asians**./ It's the **first** Hollywood movie/ played **all** by Asians,/ and it is a huge success both in word of **mouth** and at the box **office**./

However,/ although this movie showed the **positive** side of Asians,/ I think it did a little **too much**./ What I mean is that/ it kind of **idealizes** the lives of Asians/ but ignores some **real** problems faced by **ordinary** people./ For example,/ not every Asian is crazily **rich**./ But in **general**,/ it still did a great job in Asian **representation**.

4)

Finally,/ let's take a look at the poster in the bottom **right**.

In 2022, a movie came **out**/ that took the Asian representation to a new **peak**,/ and that was **Everything Everywhere All At Once**./ And its **star**,/ Michelle **Yeoh**,/ even won the **Best** Actress Award at the **Oscars**.

The movie not only shows the particular dilemma of Asian **immigrants**/ in a super **cool** way/ but also advocates a common **value** of humans,/ that is the **love** between family members.

So,/ thanks to this **movie**,/ Asians finally **perfectly** presented their **image** and their **life** in Hollywood movies.

e) Summary:

So, to **summarize**,/ from all the examples I mentioned **before**,/ you can tell that media representation is a really important **tool**/ to help us **understand**/ how the meaning is **constructed** by media/ and how it could **influence** the culture and ideology of **society**.

Since the media effect is so **powerful**,/ the media should help to promote social awareness to **progress**/ by better representing the **real** world,/ instead of producing more **bias** toward **minorities**.

f) Invitation for Questions:

That's all of my **presentation**./ Thanks for **listening**./ And feel free to shoot me a **question**/ if you have **any**.