**Media Representation**

1. ***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.

1. ***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.

1. ***Discourse Markers:***

You may feel a little 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.

1. ***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 existed 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.

1. ***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.

1. ***Invitation for Questions:***

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