

Hall: worksheet

Key concept: **selection effects and stereotypes**

1. What does the **reflective** school of thought say about the way the media represents the wider world?

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2. In what ways is **Hall's** representation theory different to the **reflective** school of thought?



Above: Daily Mail front page (Nov 4th 2015). Reflection theorists would argue that the news accurately reflects the reality of the wider world. Arguably the front page above forwards a brexit leaning bias at the expense of objective accuracy.

Media Theory for A Level



The BBC newsroom: the formal suits and studio layout construct authority for BBC's news output.

3. Which of the following statements accurately describe Hall's representation theory?

✓ or x	Effect	✓ or x	Effect
	The media creates an edited version of reality.		Audiences use their past experiences to decode products.
	Audiences are born with the ability to read media products.		Media products are constructed through a process of selection.
	Audiences learn how to read media products.		The media accurately mirrors the real world.

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4. Hall suggests that stereotypes are a powerful means of constructing **symbolic violence**, and, moreover, that they **demonise** key social groups.

For what **two** reasons does Hall suggest this?

A.

B.

5. For what **four** reasons are stereotypes used by the media?

A.

B.

C.

D.

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In the 1970's and 80's Hall explored the use of stereotypes by newspapers to describe black Britain. He concluded that newspapers associated the black community, and black males in particular, with violence and criminality.

The 1981 Sun front page **above** exemplifies Hall's research in that the imagery selected to illustrate the story of the Toxteth riots depicts the naked aggression of the black residents against a seemingly defenceless police force. The Sun omits to tell us that the riots were a response to the heavy-handed policing of the black community prior to the disturbance.

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6. Which of the following definitions best explains Hall's concept of **closure and exclusion**?

- A. Closure and exclusion refers to the way that the media suggests that some groups are socially acceptable whilst others are constructed as alien or other.
- B. Closure and exclusion refers to the way that the media concludes stories.
- C. Closure and exclusion suggests that all groups in society are equal and are positively represented by the media.

7. Which of the following definitions best explains Hall's concept of **power circularity**?

- A. Power circularity describes the way that stereotypes can make demonised groups internalise the negative traits used to depict them by the media.
- B. Power circularity describes a media making process in which personnel take turns to fulfill different production roles.
- C. Power circularity refers to the way that stereotyped groups can ignore the negative traits depicted by media products.

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Posing for a selfie outside court yesterday after dodging prison for SECOND knife offence, yet another thug...

SMIRKING AT SOFT JUSTICE BRITAIN



Mockery: Kyle Davis smiles for his selfie at court

A SUSPECTED drug dealer with a history of carrying a blade dodged jail yesterday. By Rebecca Camber, George Odling and Josh White
victims, will fuel concerns about soft justice for knife offenders. Davis laughed as he swaggered out of Birmingham magistrates' court, taking a selfie on his phone to record his second weapons offence. The case, which comes amid mounting concern over knife crime, was let

Left: Daily Mail front page (March 6th 2019). The reporting of the knife crime epidemic in contemporary Britain also associates black males with violence and criminality.

- To what extent do images like these suggest that all black males are dangerous?
- Do black youths internalise the messages of media imagery like this?
- To what extent is the media responsible for demonising black males - and, in so doing, excluding them from wider society?

Media Theory for A Level

8. Hall tells us that stereotyping in the media is not a fixed process. He suggests that media products can offer alternatives to the negative representations often constructed of minority groups by the mainstream media. Hall calls this process **transcoding**.

Complete the following table to cement your understanding of the three major forms of transcoding used by the media:

Transcoding type	Definition	Examples of products that use this form of transcoding
Appropriated representations		
Countertypical representations		
Deconstructed representations		

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