**Key concepts and terms**

**Small scale research activity**

**Task**

1. Look up ***a definition*** for each of ***the key terms*** listed below.
2. There are answers on the last page, but try not to look before you’ve had a go yourself!

**Researching key concepts and terms for the representation framework**

**Definitions worksheet**

|  |  |  |
| --- | --- | --- |
| **Key concept** | **Key terms** | **Definition** |
| **REPRESENTATION** | Representation |  |
| Misrepresentation |  |
| Under-representation |  |
| **STEREOTYPES** | Stereotype |  |
| Positive stereotypes |  |
| Negative stereotypes |  |
| **IDEOLOGY** | Ideology |  |
| Dominant ideology |  |
| False consciousness |  |
| **REALISM** | Reality |  |
| Realism |  |
| Constructed Realism |  |

**Researching Key Concepts and terms for the Representation framework**

|  |  |
| --- | --- |
| **Key terms** | **Definition** |
| Representation | The description or portrayal of someone or something in a particular way from a specific point of view. Media representations are the ways in which the media portrays particular groups, communities, individuals, experiences, ideas, or topics from a particular ideological or value perspective. |
| Misrepresentation | Representations which are inaccurate or which distort reality. |
| Under-representation | When social groups, individuals, events or issues are insufficiently [represented](https://www.collinsdictionary.com/dictionary/english/represent) or [spoken](https://www.collinsdictionary.com/dictionary/english/speak_1) on [behalf](https://www.collinsdictionary.com/dictionary/english/behalf) of so the representation of these groups, individuals, events or issues are disproportionately low. |
| Stereotype | A fixed and oversimplified image or idea of a particular event, issue, social group or individual. A stereotype is an over-generalized belief that is applied to everyone or everything sharing the same characteristic attributes or feature rather than acknowledging that each individual event, issue or person in the category is unique and not the same. Stereotypes are used to reinforce a certain viewpoint or value system. |
| Positive stereotypes | Positive stereotypes represent an attribute, characteristic or feature of an event, issue, social group or individual as positive. This attaches values to the feature that associate it as ‘good’. The use of positive stereotypes can also position or infer negative stereotypes in comparison. |
| Negative stereotypes | Negative stereotypes are characteristics that have been negatively attributed to an event, issue, social group or individual. They usually focus on a particular feature that is presented as undesirable or even damaging. Negative stereotypes are derogatory and communicate negative viewpoints and values rather than reality. |
| Ideology | A system of ideas, beliefs and values often relating to the way we think and behave. Ideology often forms the basis of economic or political theory and policy that influences the way in which societies are structured. |
| Dominant ideology | Dominant ideology refers to the attitudes, beliefs, values, and morals shared by the dominant class or group of people, in terms of who holds economic, social and political power in a given society. |
| False consciousness | A way of thinking that prevents a person from perceiving the true nature of their social or economic situation. It can conceal the processes that help communicate dominant ideology so the way we think and behave feels natural. |
| Reality | The ‘state’ of something as it exists and the moment in which it is experienced rather than an imaged, ideological or represented version of something. |
| Realism | The practice of representing a person or thing in a way that looks ‘real’ and true to life. It is a version of reality that the producer would like the audience to see. |
| Constructed Realism | Realism is constructed in media products in that what we see and the messages communicated by the product are made to look and feel real through the combined use of technical elements. But, these elements have been chosen, selected or discarded, by the process of production to make a product look real and communicate values from a certain point of view. |

*Definitions adapted from Google Dictionary, Wikipedia,* [*https://dictionary.cambridge.org/dictionary/english*](https://dictionary.cambridge.org/dictionary/english) *and* [*https://en.oxforddictionaries.com/*](https://en.oxforddictionaries.com/)

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