

REPRESENTATION TERMINOLOGY

Archetype – A typical example of a particular character type. For example 'Barbie is the 'archetypal' dumb blonde. An easily recognised type of character that can be found in many stories. For example, the hero, the princess, the damsel in distress, the loyal friend, the villain, the temptress.

Cultural Imperialism – Where western countries represent themselves as being more important, more powerful, and generally in better ways than they represent other countries.

Disenfranchised – The feeling that you do not have as many rights as other people.

Dominant Ideology – A set of beliefs that are widely accepted as being the most normal. For example, the dominant ideology of men is that they are strong, brave and work to provide money for their families.

Dystopian – a representation of something that is as pessimistic and negative as possible

Emasculation / Emasculated – Describes a situation where a man has his masculinity taken away from him, normally against his will. For example a man may be forced to be weak, to obey someone, to give up his power and hence he has been emasculated.

Hegemony / Hegemonic Control – The dominance of one social group over another, creating 'norms' and 'ideals'. For example, men often have hegemonic control over women in society.

Heterogeneous - A situation where everyone is very different and diverse. This could be in terms of their power, their appearance, beliefs etc. For example the men in the scene have been represented in a heterogeneous way through the diverse use of costume, their assorted reactions to the explosion and the huge variety of beliefs they have about women.

Heteronormative- A term describing heterosexuality as the norm/preferred

Homogenous – A situation where everyone is very similar / the same. This could be the same in terms of their power, their appearance, beliefs etc. For example, the children have been represented as homogenous as they are all wearing the same clothes and they all react in the same way to the explosion.

Homophobia - Actions, behaviours, feelings or words which seem to discriminate against people because of their sexuality. This is normally because the person who is being homophobic believes there is a difference between sexualities and thinks that one sexuality is better than the other.

Jingoistic – Anything which is overly patriotic to the point where it becomes quite extreme.

Male Gaze – A theory by a lady called Laura Mulvey which suggests that all media products encourage the characters and audience to "leer" at and "look" at women as though the audience were male.

Marginalised – anything which has been made to seem unimportant in comparison to something else. Eg ethnic minority characters are often marginalised in films

Matriarchy / Matriarchal society – A type of society where women are dominant over men. It can also be used to specify "older women" being powerful in society

Mediation – The way in which a media product is constructed to represent a version of reality.

Metrosexual – A heterosexual man who enjoys typically female activities such as shopping, waxing, haircare etc

Misogynistic – A belief that women are lesser beings than men. That women are somehow in need of being controlled by men. Music Videos are often said to be misogynistic as they portray women as

objects.

Misrepresentation – When certain social groups (usually minority ones) are represented in an inaccurate or inappropriate way.

New Man – A term started in the 80's used to describe a man who enjoyed domestic life eg cooking, childcare etc.

Normalising – Making something seem normal and acceptable.

Objectification – Where a person is viewed only as a sex object, and with other aspects such as personality seen as unimportant

Other – Anything which is made to seem different from the “normal”. Often represented as being strange, something to be feared, odd, etc. Muslims can often be said to be represented as “other”.

Patriarchy / Patriarchal society– A type of society where men are dominant over women. Many feminists believe that we live in a patriarchal society where women are forced to be weaker and subservient. It can also be used to specify “older men” being powerful in society.

Racism – Actions, behaviour, feelings or words which seem to discriminate against people because of their skin colour. This is normally because the person who is racist believes that there is a difference between people who have different skin colours and they believe one skin colour to be better than another.

Sanitising – Making something seem ‘cleaner’ (metaphorically) than it really is/was. So making something seem more innocent, or more honest, or more positive etc..

Scopophilia – finding pleasure in looking at people as objects. Very similar to voyeurism.

Sexism – Actions, behaviours, feelings or words which seem to discriminate against people because of their gender. This is normally because the person who is being sexist believes there is a difference between the two genders and that one gender is better than the other.

Spornosexual – Someone who is obsessed with building a muscular body

Stereotype – An overly exaggerated representation of a type of person that is normally negative. For example a stereotypical teenager would be a hoodie wearing, knife carrying, criminal who hated school.

Tokenism / Tokenist – A situation where an institution includes a person of a particular type, simply to try and appear to be politically correct. For example including a “token” black character or a “token” woman to appear fair.

Trivialising – Making something seem less important than it really is.

Underrepresentation – Certain social groups (often minorities) are rarely represented in media products or may be absent entirely. For example disabled people are underrepresented in many media products.

Utopian – a representation of a something which is as positive and perfect as it can be

Xenophobia / Xenophobic - Actions, behaviours, feelings or words which seem to discriminate against people because of their country of origin. This is normally because the person who is being xenophobic believes there is a difference between the countries and that one country is better than the other. Normally xenophobic people discriminate against anyone from a foreign country.

Voyeurism – finding pleasure in the process of looking and watching other people, particularly their bodies, particularly in secret. Very similar to scopophilia (Mulvey).