

# Media Analysis

This assignment is your opportunity to shine a critical light on how one group of people is represented in the media.

## Content

This assignment asks you to choose a group or issue, for example terrorism, and discuss:

- how this group or issue has been represented
- the implications of such representations, for example on society/public opinion

In addition to providing examples of how your group or issue is shown in the media, you need to critically analyse this representation. Some questions to help with this are:

- Is the group/issue accurately portrayed?
- Does the group like the way it is portrayed?
- Is the group/issue portrayed in a positive way, a negative way, or a mixture?
- How do people feel about the way the group/issue is portrayed?
- Are there different perspectives or opinions presented about this group/issue in the media, or just one?
- Who talks about this group/issue in the media? Are they part of the group/issue or outside it?
- Are there positive outcomes from the way this group/issue is represented in the media?
- Who benefits from these positive outcomes?
- Are there negative outcomes from the way this group/issue is represented in the media?
- Who suffers from these negative outcomes?
- Are there outcomes that are negative for some people but positive for others?



## What media?

You need to give examples of what has been said or shown in the media about your chosen group or issue. Look at a wide range of media, including:

- television
- radio transcripts
- newspapers
- films
- blogs
- social media
- public and privately owned media

While looking at media relating to your group or issue, analyse whether the group/issue is represented differently:

- in different types of media
- in media aimed at young people, middle aged people, older people
- in media aimed at different geographical populations
- In media aimed at different ethnic or cultural communities
- In media aimed at different socio-economic groups in society

## Is there a main finding from your research and analysis?

As you analyse the media's representation of your group or issue, you will gradually come to conclusions about the assignment's two main questions:

- how this group or issue has been represented
- the implications of such representations, for example on society/public opinion

There are very many conclusions you could come to about your particular group or issue and its media representation. Here are some examples to get you thinking about what yours may be:

- Your analysis may show that a group is very negatively portrayed across most media types, and that this has a negative impact on group members.
- You may find that the issue you have chosen to investigate is presented in many different ways in the media, with the points of view of many different people evident in a wide-ranging public debate. The open debate may be leading to improvements in this issue.
- You may find that there are two main portrayals of your issue in the media, and these two perspectives are very much in opposition. You may find that one section of society suffers negative consequences from the one or both points of view. Perhaps another group in society benefits from the media representation of the issue.

## Theoretical ideas

Your media analysis should include theories and concepts that you have been learning about in the Cultural Diversity. Use these theories and concepts to analyse and discuss the media coverage of your group or issue.

## Structure

Your media analysis should be organised in the same way as an essay, with:

- An introduction
- A series of logically sequenced body paragraphs
- A conclusion
- A reference list

## Referencing

Both the theoretical ideas and the media examples you use in your assignment need to be referenced. Check the [Referencing Guide](#) for guidance.