Race and the Media

- Introduce some concepts
  - Framing/discourse
  - Orientalism/neo-Orientalism
- Draw on analysis of various media
  - Film
  - Documentary
  - News (including tabloid journalism)
  - Comedy
  - Changing Representations
    - Minority ethnic media
- Learning outcome 2 – understand 3 core areas.
- Assignment 1: Semiotics can focus on representation of race

Defining Race

- How race is perceived
  - Not fixed
- Definitions of race and ethnicity
  - Differences in the way these terms are used
  - How we perceive race and ethnicity has changed
  - Majority ethnic group is the ethnic group that has more power
  - Minority ethnic group – less powerful
- Race is a social construct

Concepts

- Problems with the concepts of race and ethnicity

  ○ Assumptions

  ○ Essentialist notions treat groups as if they have a fixed essence

  ○ Exaggerates differences and understates similarities

- Race and ethnicity are not fixed

  ○ Relational identities

  ○ Identities result from particular ways of seeing people

- Identities are negotiated between those we adopt and those that other people ascribe to us

Framing

- Framing
  - Applied to news analysis
  - What is in the frame and what is left out
- Discourses
  - Wider contexts
  - Certain discourses are more prominent and repetitive
  - More difficult for alternatives to subvert

Orientalism/neo-Orientalism

- The Orient
  - Deepest and most recurring images of the other
  - East/west binary
- Exotic beings
  - The 'other' as strange
  - Noble savage idea
- Sexual danger
  - Exotic woman/Virile black man
- Neo-Orientalism
  - Past period/ Influence still present
- I draw on ideas from Orientalism and apply it to the representation of the 'other'

Film

- Disney Films

  - *Reel Bad Arabs* (5.20 mins)/*Mulan*/*Aladdin* (1.39 mins) *The Lion King* (3.17 mins)(1994, Roger Allers, Rob Minkoff)

Other Films

  - e.g. *True Lies* (2.15 mins)/*Last of the Mohicans* (1.57 mins)

- Star Wars trailer and racism (see the news article)

- There have been positive roles as well (though less) and directors e.g. Spike Lee (2.26 mins)

- console.imsupporting.com (Evaluation of Mona)

- https://www.essence.com/holidays/black-history-month/25-movies-every-black-woman-should-watch/#157458

Documentary

- Mixture of emotion and information

  ◦ Personal interpretations

  ◦ Assumed to have truth value

  ◦ Process of construction

  ◦ Placed, framed and connected with the text

  ◦ E.g. *Bruce Parry Tribe* (3.01 mins)

  ◦ *Amazon* (2.53 mins)

Comedy

- Who does the representing

- Who is being represented

- Hegemonic conception of Englishness

- Sitcoms (e.g. *Citizen Khan*) (1.23 mins)

  ◦ Crude stereotypes

  ◦ Superiority

  ◦ Humour can challenge ideological structures

  ◦ Same arguments being discussed

News

- Large audiences

- Simplify issues

- Images perceived as true

- Subject positions ([Charlie Brooker on Haiti earthquake](#)) (1.49mins)

- Minority ethnics often in relation to crisis/conflict in news stories

- News presenters
  - May hide deeper imbalances in terms of news knowledge and news bias
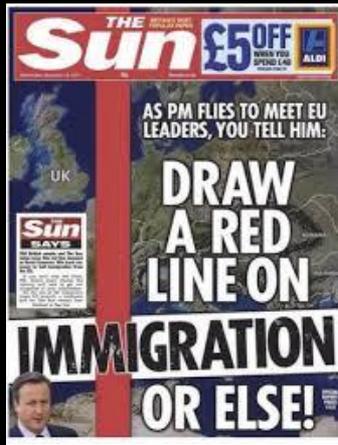 - May hide the dominant framework

Tabloid journalism and the Representation of 'Race'

- Issues highlighted re immigration in Tabloids and broadsheet – framing

Daily Mail
Daily Readership:
1.26 Million 2018
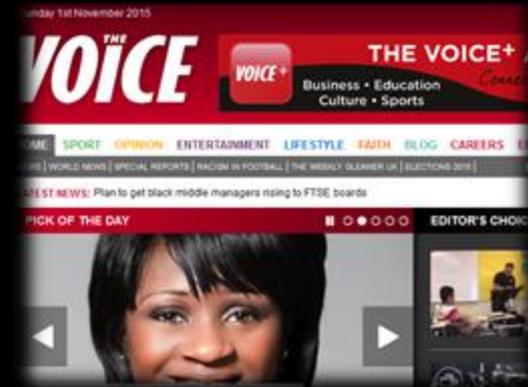
The Sun
Daily Readership:
1.45 Million 2018

The Independent
Daily Readership
248 Thousand 2018

Source: Statista https://www.statista.com/statistics/529060/uk-newspaper-market-by-circulation/ Accessed 12/11/2018]

Minority ethnic media

- Some alternative discourses which challenge (2.15 mins not mainstream)

- Electronic media offers new opportunities

- E.g. *The Voice* UK

- Mainstream media

- *Death in Paradise* (2.14mins– Orientalist elements but more complex?

- http://www.bbc.co.uk/news/entertainment-arts-39185147 (Meera Syal notes how representation has gone backwards)

Summary

- Representations of race in the media

- Orientalism as a way of analysing media representations of 'race'

- You can look at any media

  ○ Newspapers, magazines, television, film etc.

  ○ Last year's example for content analysis was on terrorism.

  ○ You might comment on race in your semiotic analysis

Bibliography

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