



Media – Representation

Case Study – Representation of the American Election

Conduct some research into the event. Familiarise yourself with the key issues and candidates involved.



<https://pbs.twimg.com/media/Cw2e7meWQAMo6LE.jpg>



<https://pbs.twimg.com/media/Cw2qu0mXEAAFLVD.jpg>

Make comparisons about how the event is reported in each of the Newspapers.

Use this Website to help you consider the Target Audience: <https://today.yougov.com/profileslite>



	Political Ideology	Target Audience	Layout	Image	Language	Headline
The Daily Mirror						
The Daily Mail						

Analysing the Representation

- Analyse the key images and the representation created. Look at the symbolic codes such as dress, body language, facial expression, setting, camera and lighting.
- Think about how the language anchors the meaning of the images.
- Consider what the text has included/left out – the mediation process.
- How are audiences expected to respond? Discuss the different audience categories (NRS/4Cs)