6.2 The Media: Representations of Age, Class, Gender, Ethnicity and Disability: 10-minute Pack

AQA 7192 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Write full sentences for questions worth 4 marks or more. Where asked, use Item A. Use sociological vocabulary and name relevant perspectives or studies where appropriate.

1 Using Item A, explain two limitations of applying Cohen's moral panic model to this report about moped thefts.

(Total for Question 1 is 4 marks)

2 Outline one criticism of the hypodermic syringe model of media effects, with a brief development.

(Total for Question 2 is 2 marks)

3 Define the term 'under-representation' as used in media studies, in the context of the representation of disabled people in television and news.

(Total for Question 3 is 2 marks)

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Mark scheme · 6.2 The Media: Representations of Age, Class, Gender, Ethnicity and Disability: 10-minute Pack

Question 1

identifies a limitation, e.g. Item A may reflect a genuine rise in offending rather than media exaggeration	**B1**
explains development, e.g. if crime is increasing the media reaction may be proportionate to real events rather than an exaggerated panic	**B1**
identifies a second linked point, e.g. local contexts and real victim experiences may be downplayed by a simple panic label	**B1**
explains implication, e.g. applying the moral panic label could ignore the need for practical policing or social interventions	**B1**

Answer: A limitation is Item A might reflect a real rise in offending rather than media exaggeration; if moped thefts are genuinely increasing the media coverage may be a proportionate response. Also, labelling the story as a moral panic risks downplaying real victim experiences and practical needs for policing or social interventions.

Question 2

identifies a criticism, e.g. it overstates media power and treats audiences as passive	**B1**
development, e.g. research shows audiences interpret messages differently and are influenced by social context	**B1**

Answer: A criticism is that the hypodermic model overstates media power by treating audiences as passive; research indicates audiences interpret messages differently and are influenced by social context, so effects are not uniform.

Question 3

identifies under-representation as a group appearing less often than would be expected from their share of the population (oe)	**B1**
development, e.g. disabled people have fewer visible roles in TV drama and fewer spokespeople in news than their population proportion suggests	**B1**

Answer: Under-representation is when a social group appears less often in media than would be expected from their share of the population; for example, disabled people often have fewer visible roles in drama and fewer spokespeople in news than their proportion in society.

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