

Study tip

At this point, it would be useful for you to revisit Chapter 3, page 78 – theories relating to the area of power. For example, synthetic personalization is a very useful concept in studying media texts.

Exam link

Theorists who might be helpful in this section include Fairclough, Halliday and Clark.

More information can be found in the chapter dealing with power, for example on page 84; the website below may also be useful:

<http://www.universalteacher.org.uk/lang/power.htm>

Key terms

Bias: a form of prejudice in favour of or against an idea, person or group, expressed through language/images and so on. It can take obvious or implicit forms, or a mixture of the two, and can arise from what is omitted as well as from what is stated or shown.

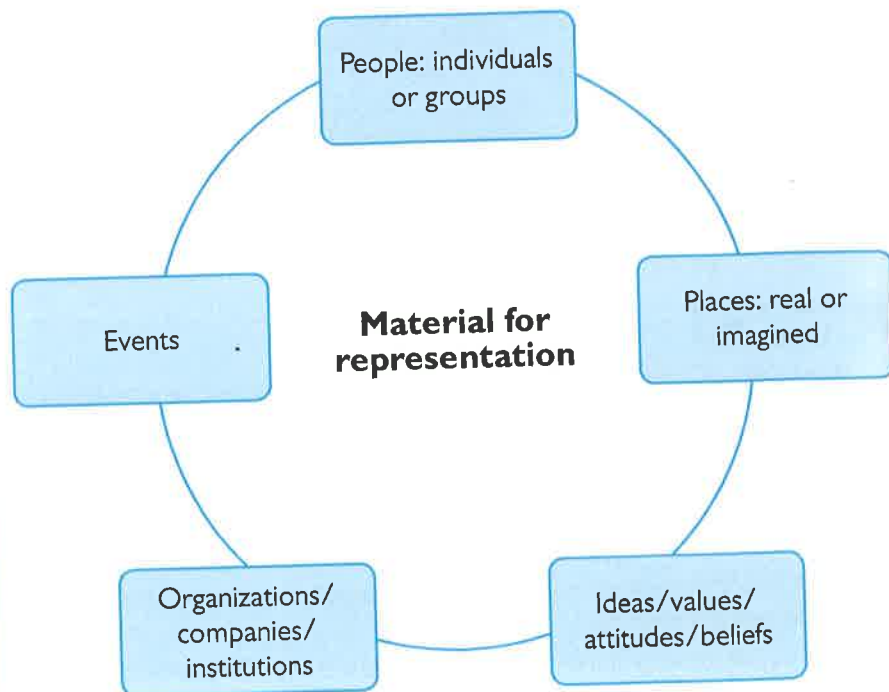
Representation: language used to present an impression of ourselves, or of an event, company or institution (like your school or college) to the wider world

Language and power in media texts

When you are navigating a media text it is worth considering the following:

- Who has power in the text?
- Who doesn't have power?
- How is each party represented – what sort of **bias** can you detect?
- Who is it in favour of?
- How is bias manifested within the various language levels?

Bias and **representation** are key concepts when looking at media texts. This relates to the way in which the subject of the text is being presented to the reader/receiver. It can apply to all or any of the following (see diagram):



Remember that the same event or institution can be portrayed from very different perspectives; not only the words that are chosen, but also the positioning of writer to reader and to topic – as well as the accompanying illustrations – combine to create very distinctive representations.