

WE DO NOT FEEL HEARD



REPRESENTATION



WHAT IS 'REPRESENTATION'?

Representation is the depiction of a thing, person or idea in written, visual, performed or spoken language. In representing we make choices from the language offered by these modes. Representation may aim to reflect the natural world as realistically as possible or may aim to convey the essence of people, objects, experiences and ideas in a more abstract way.

There are many different ways of seeing the world as our view is framed by context and culture. This means that representation cannot mirror actual reality but each representation offers a different construction of the world and of experience in it.



WHY IS IT IMPORTANT?



Students need to understand that representations are not neutral. All representations carry personal and cultural meanings and have personal and social effects. Sometimes these meanings are produced through a composer's conscious choices of language and structure and at other times they may be unconscious reproductions of attitudes, beliefs and values in the world. This leads to the potential for different readings of texts as representations are questioned and reinterpreted.

Students need to be aware of the range of choices available to them in representing people, objects, experiences and ideas as well as how cultural convention may put limits on representation, so positioning them to respond to the world in particular ways.

this calls for
Budweiser.



*big
appetite...*

dinner's almost ready and it sure smells good.
Loosen your tie and enjoy your Budweiser.

*Watch for Indian Summer Pow-Wow at your retailer's
... featuring Buds in Big Size cans.*

KING OF BEERS • ANHEUSER-BUSCH, INC. • ST. LOUIS • NEWARK • LOS ANGELES • TAMPA

GEE !!
I WISH I WERE
A MAN

I'd JOIN
The **NAVY**

Frank Chandler Christy

BE A MAN AND DO IT
**UNITED STATES NAVY
RECRUITING STATION**

show her
it's a man's world

Van Heusen
man's world

ties For men only! . . . brand new man-talking, power-packed patterns that tell her it's a man's world . . . and make her so happy it is. And man! . . . how that Van Heusen seamanship makes the fine fabrics hold their shape. And for Christmas . . . here's the Christmas tie that is *really* different. **\$2.00**

Other Van Heusen ties from \$1.00 to \$2.50

Phillips-James Corp., N. Y. J., N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars.



HOW SHOULD I THINK ABOUT REPRESENTATION?

STAGE 5

Students understand that representation embeds attitudes, beliefs and values.

Students learn that

- representation may be intentionally or unintentionally biased
- representation is influenced by and in turn influences its context
- representation favours or privileges a position by omitting or silencing the views or perspectives of particular groups.

STAGE 4

Students understand that representations are not natural reflections of the world.

They learn that

- representation is the result of conscious or unconscious selection and arrangement according to codes and conventions
- representation positions a responder
- representations may be intentionally objective or subjective
- representations may be intentionally ambiguous
- mode and medium require different codes and conventions of representation to produce similar meanings.

STAGE 3

Students understand that representations position audiences to adopt a particular response

They learn that

- information and ideas may be represented symbolically
- representation in each mode operates according to its own codes and conventions.
- representations may be adapted for different audiences
- representations influence response.