



Gauntlett

Where do I use
this?

1. **Textual Analysis** - The degree to which a single media texts (TV Drama Clip) can influence anyone is questionable - indeed Gauntlett himself does as much in the video above. Nevertheless, evolving (**progressive**) and stereotypical (**regressive**) representations are often used in TV to **highlight a theme or challenge old fashioned values, attitudes and beliefs.**
2. **The Music Industry** - The music industry offers the audience many different models of behaviour and appearance, which become **central to the audiences identity and social relationships.**
3. **Media Regulation** - Regulators **guard against dangerous or offensive representations** with the tacit belief that some audiences may adopt antisocial behaviours and ideologies.
4. **Postmodern Media** - The adoption and integration of media on individuals and society could also be described as symptomatic of **hyperreality.**
5. **Media Ecology** - **Henry Jenkins** is another theorist who has a lot to say about **Fandom** and works well alongside Gauntlett in questions about **Media Ecology & collective identity.**