Top 5 explanations

of representations of class in the media

Monarchy
Nairn suggests that the modern mass media supports the monarchy as they reinforce the values of family, focuses on trivial details such as clothing, family customs and what they watch on TV. Furthermore, representations of the 'Royal Family' act as a form of social solidarity, bringing us together to celebrate what is British

Upper classes/Elite
Newman suggests that there is a positive focus on the elites in society. The focus on consumer lifestyle means the wealthy are revered as they live glamourous lifestyles – we want to 'be like them'. News is centred around interests of wealthy (economy) and media rarely focuses on inequality of capitalism. However, in recent times the growth of new media and global credit crisis has led to criticisms of elites.

Middle Classes
Middle classes are over-represented in the media and often seen as the 'norm'. Most families in dramas are middle class, newspapers focus on middle class interests and most of the journalists and editors hail from middle class backgrounds. The middle class are also susceptible to being moral entrepreneurs as media assumes that they are generally conservative and don't like unexplained changes such as immigraton

Working Class
Newman suggests positive representations of the working class are few and far between. **Jones** sees coverage of working class as an assault by middle classes – 'liberal bigotry' – assuming working class are racist, homophobic and sexist. **Curran and Seaton** argue that media aimed at working class ignores important issues and dumbs down media to working class audiences. **Pluralists** argue the media gives the w/c want they want.

Poverty
McKendrick suggested that coverage of poverty is minimal. **Cohen** suggests that the narrative played out by media is one of economic success and poverty does not fit it with this and so is ignored. Cohen also suggests the poor are portrayed as scroungers deliberately – and that poverty is a personal trait rather than being a victim of circumstance. **Lawler** suggests that the media deliberately use labels like 'chav' to describe poverty to avoid sympathy.