As we have learned throughout our introduction to Unit 3, Area of Study 1, perceptions and portrayals of Indigenous Australians have changed dramatically throughout the course of post-colonial Australian history. This is however, not to say that there has necessarily been a shift from one uniform way of thinking to another.

Your Research Task

You are to conduct an analysis of the Australian media throughout the last fifty years. You must address the ways in which the Australian media have portrayed Indigenous Australians and discuss the ways in which these portrayals have shaped public perceptions of Indigenous Australians and their culture.

Marking Criteria

- You are to locate and analyse two media portrayal of Indigenous Australians from each decade between the 1960s and the 2010s (contemporary): 10 in total. One must be ethnocentric and one must be culturally relative.
- Provide information about the Five W’s: Who, what, when, where and why.
- You may select any forms of media: books, newspapers, radio, cinema, television, music, cartoons, art etc.
- Answer the question: Is the representation Ethnocentric or Culturally Relativistic?
- Provide information about: form, author, intended audience, intent/meaning and effectiveness.
- Discuss the impact that this specific portrayal might have on the public perception of Indigenous Australians and their culture.

Please present your research as a clearly labelled MS Word document. Include a referenced bibliography.