

USING AND APPLYING THEORY



IN THE NEW SPECIFICATIONS

In This Session

- ◆ We *will* smile and laugh
- ◆ We *will not* talk about the World Cup
- ◆ We *will not* go plough through a list of all the theorists on the new specs – you have an AS/AL reference in front of you
- ◆ We *will* share good practice – lots of that on the sometimes useful Media teacher Facebook sites
- ◆ We *will* focus on Media Studies with a little bit on the Film Studies Filmmakers Theories if time (their approach to filmmaking)

But most importantly.....

We *will* importantly look at theory in application within student exam responses.

However, before all that - a prize to the person who can write down the greatest number of 'still alive', out of the 19 Media Studies prescribed theorists (minus one for each dead theorist mistakenly listed)

Still alive

Clay Shirky

Van Zoonen

Bell Hooks (Gloria
Watkins)

Steve Neale

David Gauntlett

Judith Butler

Paul Gilroy

James Curran, Jean Seaton

Sonia Livingstone and Peter Lunt

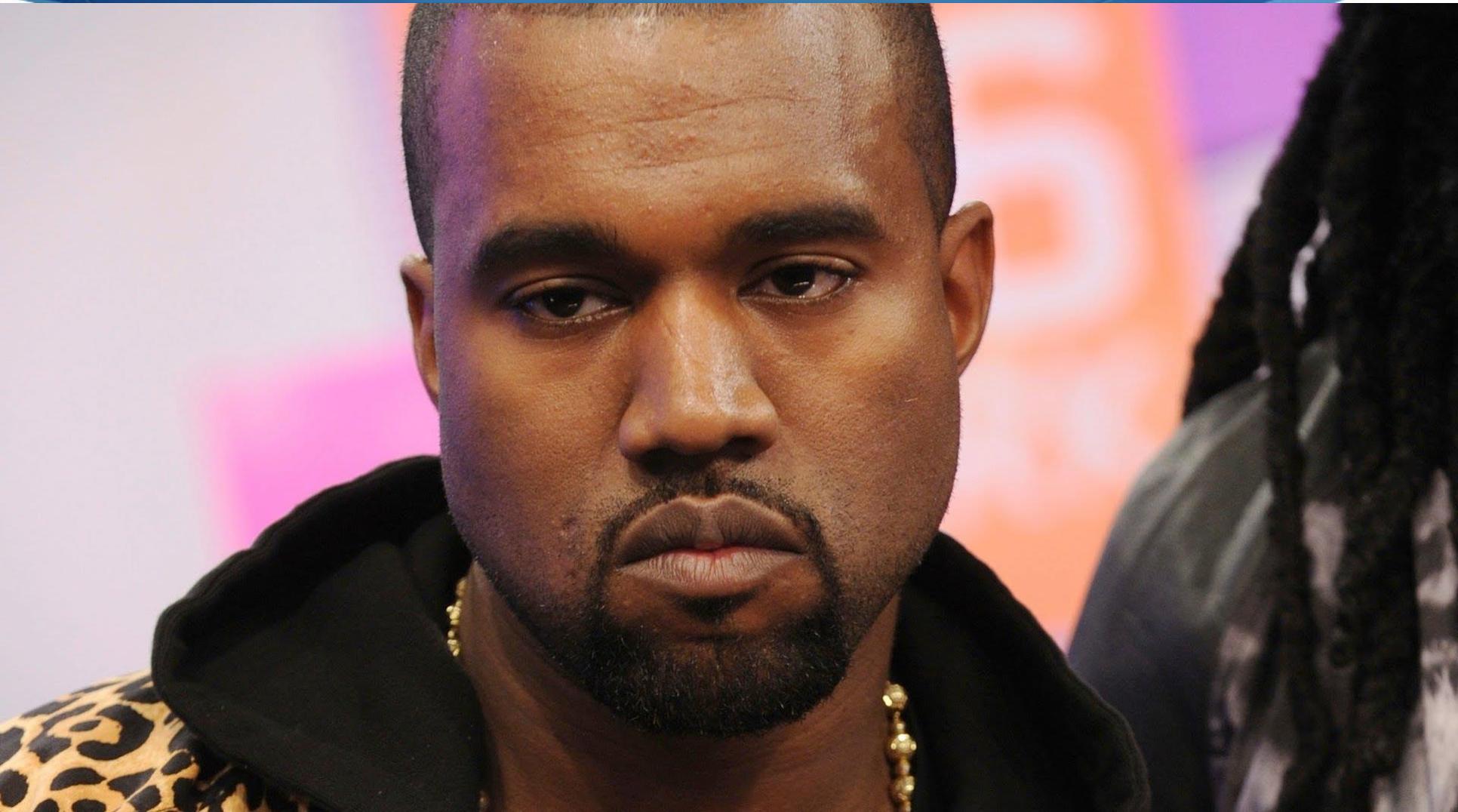
David Hesmondhalgh

Henry Jenkins

Albert Bandura (92) – get in

Now Guess The Theorist and the Theory

e.g. “Sitting in something for 400 years sounds like a choice to me”



OK first one. Who's this dude and what is the framework for analysis?



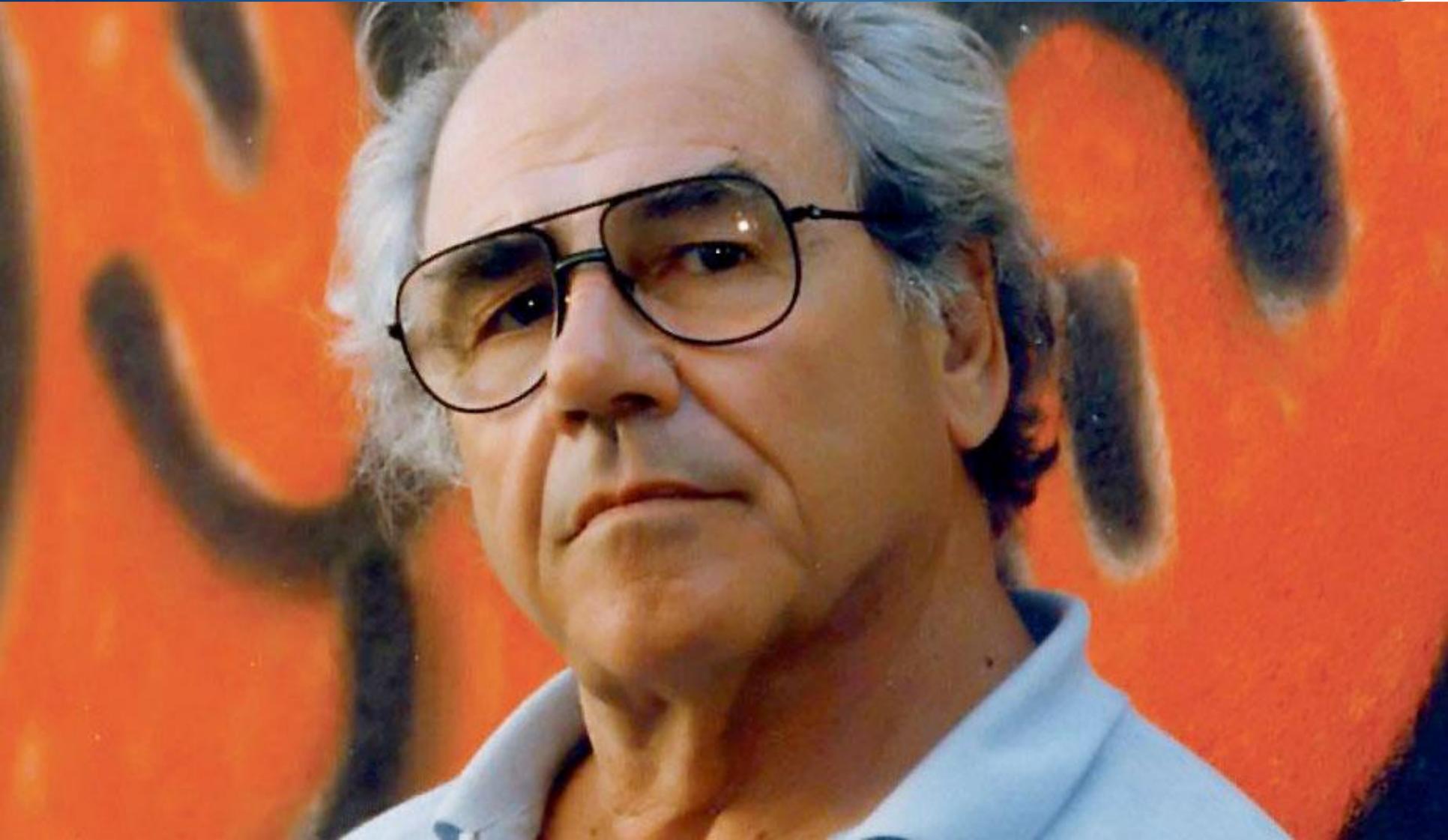


**MAKING
MEDIA
STUDIES**

The Creativity Turn
in Media and
Communications
Studies

DAVID GAUNTLETT

As a 'young' man - attitude





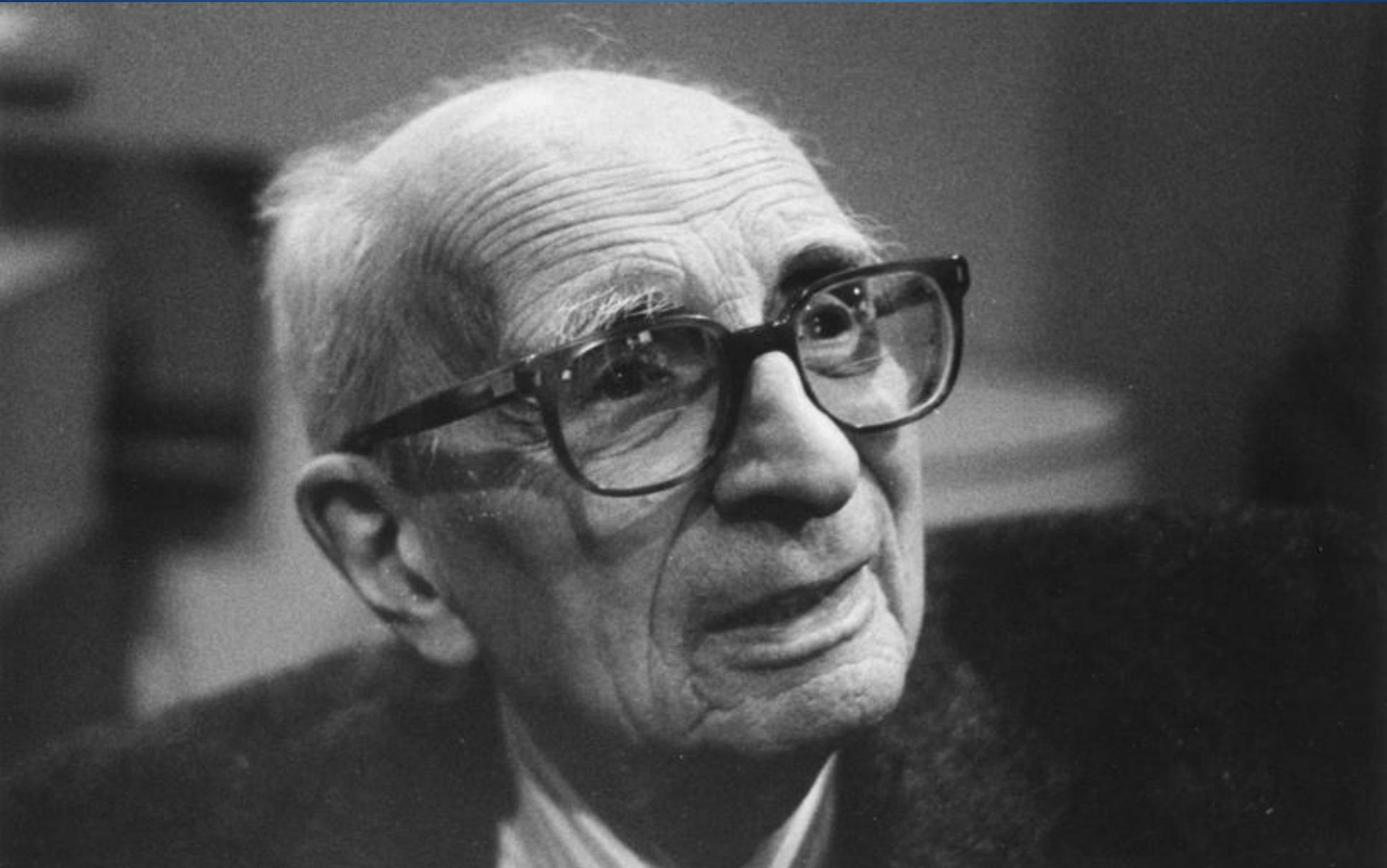
Often quoted in
www.mediadiversified.org



Theory needs to be simplified...



Straightforward 'go to' theory



Again, theory needs to be simplified



Big fan of this theory – kids get it
straight away



Stalwart of legacy and new specifications





Other Theorists

Students will be credited if they reference alternative, non-prescribed theorists

Problem 1: Do you really want to teach more than 19 theorists?

Problem 2: Part questions can refer directly to a prescribed theorist e.g. “Briefly explain Stuart Hall’s idea of a preferred meaning or reading”.

Roland Gerard Barthes



Roland Barthes 1

- ◆ Key difference between **AS** and **AL** use
- ◆ **AS**: only *basic* semiotics – denotation/connotation
e.g. “In many of Zoella’s vlogs the objects and props as part of the mise-en-scene give the connotation that she is just an ordinary girl”
- ◆ **AL**: “Using Barthes’ cultural code, Zoella constructs a mythical gendered identity – she is often recognised as just an ‘ordinary girl’ suggesting the process of naturalisation **(How? Zoella bedroom clip)**”

Roland Barthes 2

- ◆ I never recommend learning all 5 codes: **Hermeneutic, Proairetic, Semantic, Symbolic, Cultural** – just choosing what best fits e.g.
- ◆ When students are writing about narrative enigma and narrative action codes identify the **hermeneutic and proairetic** instead e.g. montage editing in Riptide with dynamic action
- ◆ **Semantic** – additional meaning via connotation e.g. the feminine connotations of the VOGUE serif masthead
- ◆ **Symbolic** – deeper, more structural than semantic e.g. symbolism of dark clouds looming on Daily Mirror cover (connotations of things to come)



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DAVID GAUNTLETT

Always a favourite

- ◆ Poo-pooed his ‘old’ theories here last year. Got into a bit of a row with Jo Johnson in NFT3.
- ◆ Useful for Identity/Representation – Pick & Mix theory.
- ◆ “Identity is complicated, everyone’s got one”.
- ◆ **In application at AL:** “Using Gauntlett’s pick and mix theory, Stranger Things offers a more diverse range of characters, not least through the challenging gender representation of Eleven” – **Mike Jumping clip.**

Gauntlet also useful for understanding historical representations

woman's REALM

EVERY
TUESDAY
Week ending
February 13,
1965

6^d

YOUR 48-PAGE PICTURE TREASURY OF HOMEMAKING

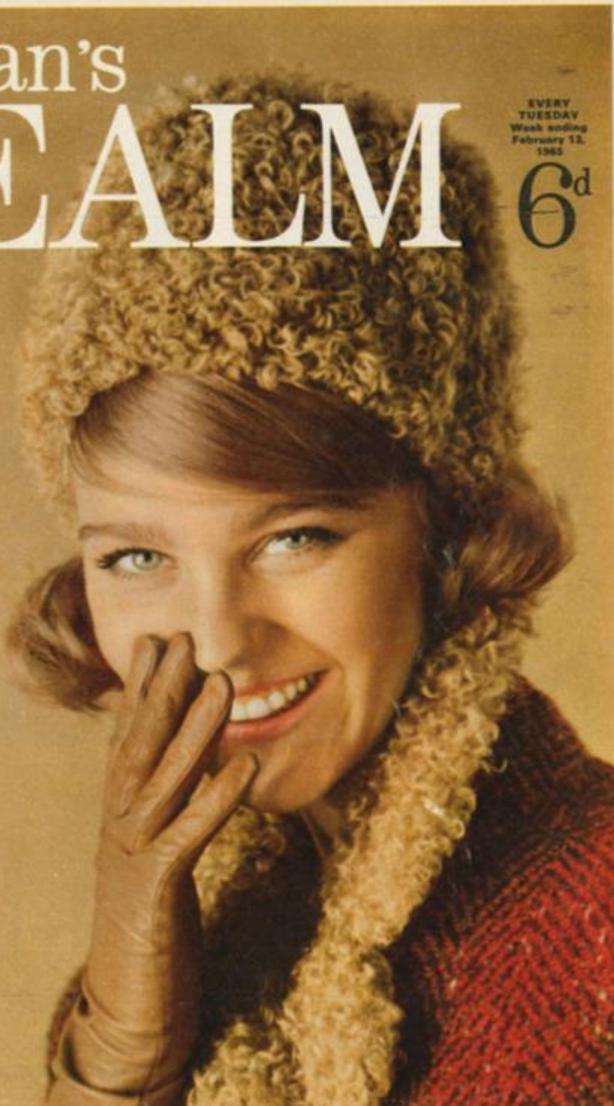
begins inside with an
8-page pull-out booklet
All about soft
furnishings

Wonderful children's raincoats

cut out and ready to sew
from only 23s. 6d. post free

The language
of flowers
for St. Valentine's Day

Exciting new
period romance



woman's REALM

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FEATURES

- 6 Your Letters
- 8 Shopping Guide
- 24 Bargain Holidays:
Budget trips for the
elderly and
special holidays for the
handicapped
- 28 The Language of Flowers
- 30 Man about the House:
A tea-time table to make
- 37 Baby Circle
- 41 Your Stars
- 45 Crossword
- 47 Children's Realm
- 49 Doctor Philip Lawson
- 70 Clare Shepherd's Page
Picture Treasury of
Homemaking: Part I
Eight pages all about soft
furnishings for you to
pull out and keep

COOKERY

- 18 The Sunday Cook
- 23 Cake of the Week

KNITTING

- 16 Mixed Doubles
- 50 Machine Knitting

FASHION

- 14 Spring is Just Around the
Corner:
Five fashion pick-me-ups
chosen by Cortina Kemp
- 22 Come Rain, Come Shine
Cut-out offer:
Children's showerproof
coats from only 23s. 6d.
post free

BEAUTY

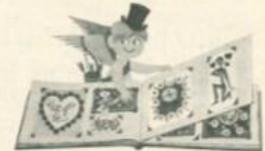
- 12 Bottled Beauty

FICTION

- 10 Game of Hazard
by Jane Aiken Holde
- 27 The Return
by Norma Levinson
- 42 Edge of Nowhere
by Estelle Thompson

Second-class postage paid
at New York, N.Y.

First and Foremost



VALENTINE cards are becoming prettier every year, but will they ever be as enchanting as those received and sent by our grandparents? Delicate concoctions of lace and paper, containing tender messages hidden among little posies of flowers, these cards must have made many a heart beat faster on St. Valentine's day. Collecting them is a delightful hobby, and you can still buy them for a few shillings in second-hand and print shops.

Put together in an attractive, well-bound album, what a wonderful present they would make to give your eldest daughter when she gets engaged.

We don't take St. Valentine's Day very seriously now, but once, many customs were earnestly observed round about the fourteenth of February. Single girls believed they would marry the first bachelor they met on St. Valentine's Day—which must have made life very tricky for young postmen! Others, before retiring on St. Valentine's Eve, used to scoop out the yolk of a hard-boiled egg, fill the cavity with salt, then swallow it complete with shell. Until morning, they neither drank

nor spoke, but their reward was supposed to be a vision of their future husband.

When her sister was in Venice recently, an Essex reader tells us, she heard for the first time the legend of how the design for the local lace-work originated. Many years ago, a young sailor gave his sweetheart a rare and beautiful sea-fern before he left on his first long voyage, from which he never returned. To keep her memory evergreen, the girl copied the delicate tracery of the fern in white lace thread. It was so beautiful that other lace-workers used the design. And today some of the most famous Venetian lace is said to be a variation of the pattern.

A NORWEGIAN reader who has come to England for a year to teach in an infants' school asks an interesting question. During her first week as a teacher, one little boy in her class stroked her elbow and told her with a smile: "I love your fat arse." Another climbed unbidden on to her knee and said: "I want to kiss you, and kiss you and kiss you." If Englishmen at the age of five, she asks, are outspokenly affectionate, why do they later become so very reserved?

Let's fall in love

Poets write about it, singers sing about it, and February 14 is here again to celebrate it because, as we all know, it's love that makes the world go round. And when a boy meets a girl and his heart starts to beat a little faster, even a rhinoceros skin won't be able to protect him from the power of Cupid's swift and penetrating dart.



bottled beauty

In every skin product there's a touch of magic, says Anne March



Today, when experts have given so much research to beauty products, it is hard to see how far they have come. It is by using a number of different skin products for your protection that you can keep your skin in the best of health.

CLAIRETTE

There are several skin care products which are used for the face. There is a morning cream to protect against sunburn, a night cream to soothe the skin, and a special cream to protect against wrinkles.

There are also several skin care products which are used for the hair. There is a shampoo to cleanse the hair, a conditioner to soften it, and a hair cream to protect it from damage.

and when the skin, during the day, and evening, face cream of moisture.

MOISTURIZERS

These help the skin to retain natural moisture. They are used for the face, or for the other areas of the body. They are used to keep the skin soft and supple.

PROTECTORS

A good foundation provides skin with a protective barrier, and prevents it from becoming dry. It is used for the face, or for the other areas of the body.

HAIR PRODUCTS

There are many different kinds of hair products, and it is important to choose the right one for your particular hair type. This includes shampoo, conditioner, and hair cream.

specialized ingredients. Even ingredients like fish oils or Vitamin E are used in skin care products.

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The Sunday Cook

For the nicest, most leisurely, day of the week, Susan King chooses dishes with a difference for breakfast, lunch and tea

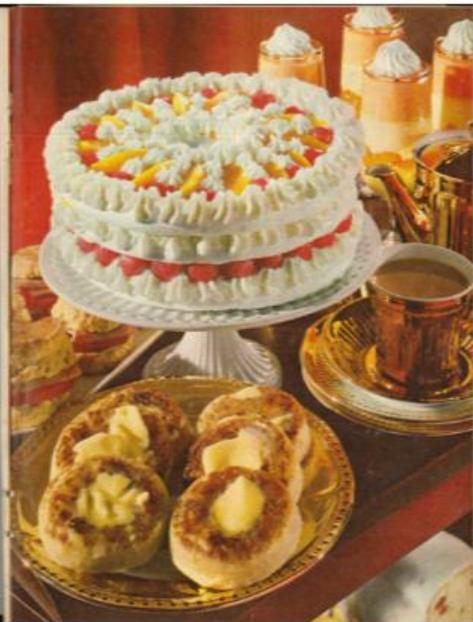


Friday is the only day of the week when most families can really take time to relax. To start with a leisurely breakfast—most find it a little more relaxing and interesting than those served during the week. Below are several good ideas for breakfast dishes. Each one is a little unusual and makes a change from eggs and bacon.

POACHED EGG GARDENS. Place five buttered slices, one each, on top two corners of each. Poach for 8 minutes, or until eggs are firm and still moist.

Bacon and Cheese Sandwiches. Dip bread slices in beaten egg and milk. Sandwich with sliced bacon, butter and slices of melted cheese. Fry in vegetable oil, golden on both sides.

Buttered Cheese Figs. For each fig, chop up one slice of butter and one slice of cheese. Spread on top two corners of each. Poach for 8 minutes, or until eggs are firm and still moist.



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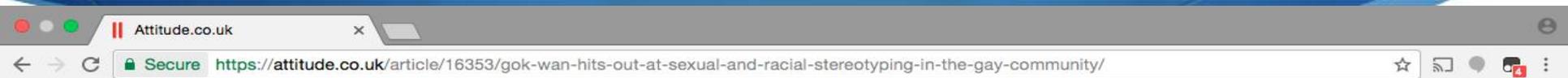
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APPLYING GAUNTLETT – could use in a social and cultural context, or a stand alone representation/stereotyping question

- ◆ **THEORY:** IN THE PAST, THE MEDIA TENDED TO CONVEY SINGULAR, STRAIGHTFORWARD MESSAGES ABOUT IDEAL TYPES OF IDENTITY
- ◆ **IN APPLICATION AT AL:** “JULY 1965 WOMAN’S REALM REFLECTS A LACK OF DIVERSITY – GAUNTLETT WOULD ARGUE REPRESENTATIONS ARE SIMPLISTIC AND HEGEMONIC REVEALING THEIR HISTORICAL AND SOCIAL CONTEXT”

“Identity is complicated. Everyone’s got one”. See Attitude, Gok Wan article and pluralism, but also challenges to collective identity



RELATED STORIES



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GOK WAN HITS OUT AT SEXUAL AND RACIAL STEREOTYPING IN THE GAY COMMUNITY

2017-11-16

Gok Wan has hit out at femme-shaming and racial stereotyping in the gay community, saying he finds it "offensive" that people assume he's a bottom because he's effeminate and Asian. The former *How to Look Good Naked* host, who is currently touring the UK with his new one-man show 'Naked and Baring All', has hit out at the pervasive and false belief among many gay men that camp or Asian men must be the passive partner in bed. Appearing on the new [Attitude Heroes podcast](#) – available to [listen to](#) and [download](#) now – Gok says: "I find it really offensive because people automatically assume I'm a bottom. I find it really really offensive." The 43-year-old presenter adds: "I'd just like to point out right now that absolutely not all Asians are bottoms. Myself included." Gok goes on to explain that he believes effeminacy is often wrongly associated with Asian gay men because of their physical appearance.



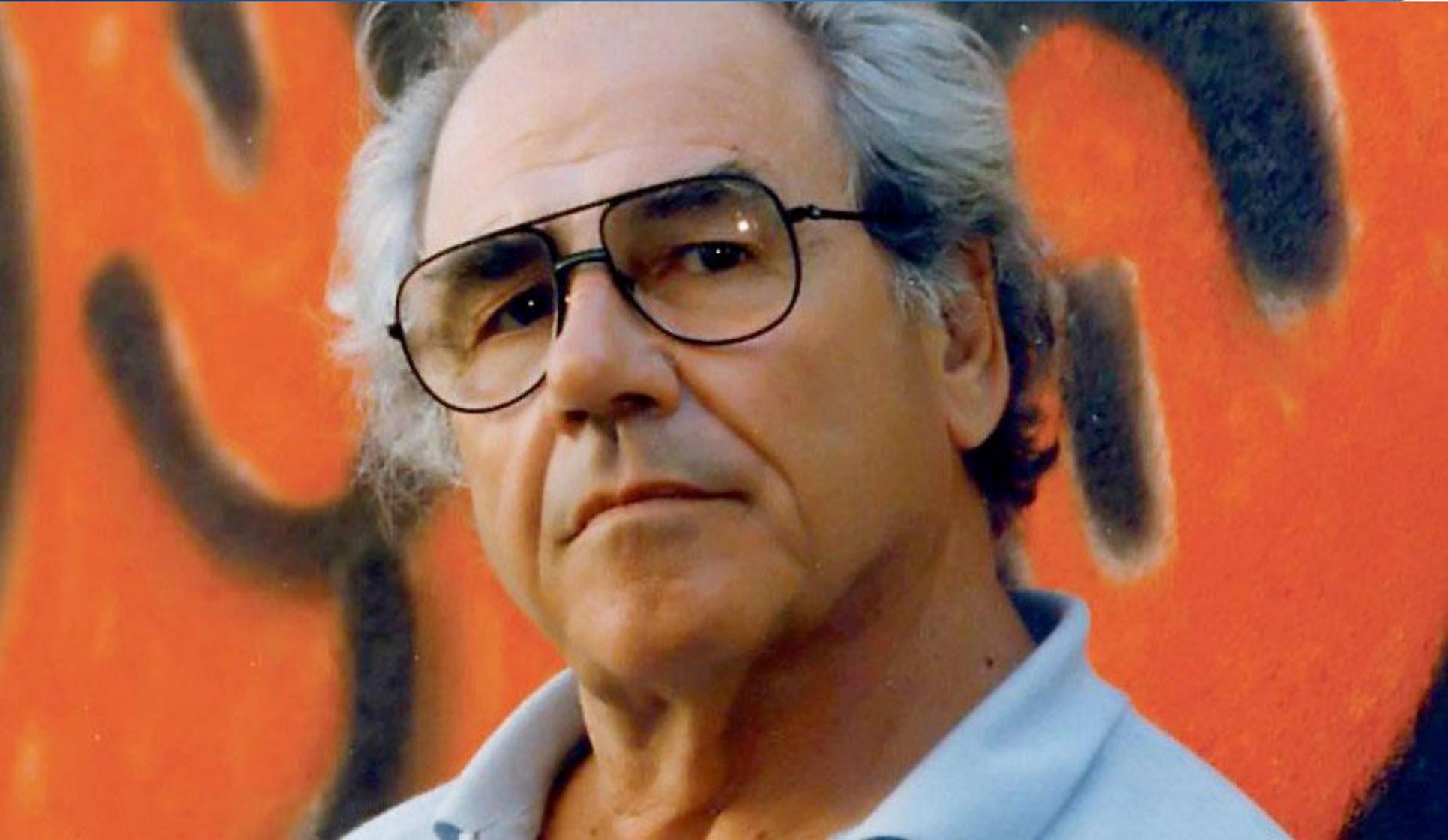
"Is it to do with the fact that when we think about gay Asia we think 'Bangkok ladyboy'? Is it something to do with how Asian bodies are constructed? Where they were predominantly all hairless. Or a lot of us were completely hairless. So naturally that feels very feminine. "Is it to do

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As a 'young' man - attitude





Jean Baudrillard - Postmodernism

- ◆ Clanging bells/sounds of alarms etc. – don't go too far with this gentlemen, keep it simple
- ◆ I'd go straight into a set product – Zoella and Alfie (Zalfie) playing SIMS (**clip**): Hey presto, theory understood....
- ◆ **In application at AL:** “Zalfie playing themselves in SIMS demonstrates the blurring of boundaries between reality and simulation”.
- ◆ Postmodernism is all about the playful surface aesthetic – copies of copies, more real than real = hyperrealism

Often quoted in
www.mediadiversified.org



I too am Black and a Feminist: On the importance of Black British Feminism

Media Diversified · March 13, 2015 · Body Narratives, Feminism, Intersectionality, Siana Bangura

Black British Feminism, heidi mirza, Intersectionality, Kimberlé Crenshaw, The Body Narratives

by [Siana Bangura](#) [Follow @Sianaamgh](#)

'Sisterhood empowers women by respecting, protecting, encouraging, and loving [them]', bell hooks declared in 1982 in her exploration of black women and Feminism.

By default, when speaking about Black Feminism most will turn to bell hooks or Audre Lorde or another African American woman and quote her words and experiences. A quick trip to Google will confirm the extent of which Black Feminism has an African American face. Like many (young) women of colour, when I first became 'radicalised' or 'conscious', and sought to (re)claim the label 'Feminist', I found comfort in the words of titans like hooks, Lorde, Truth, Hill-Collins, Walker, and countless other African-American women who were at the vanguard of the movement, challenging the patriarchy of white (and black) men, as well as the racism of white women in the Feminist movement. It is much harder to find a comprehensive list of Black British Feminists than a list of African-American feminists of the past and present. Having spent my degree learning about the victories of the Suffragettes and the bravery of white women such as Emmeline Pankhurst and Mary Wollstonecraft in Britain, and the importance of women such as Betty Friedan, Germaine Greer, Gloria Steineim, and Sheila Rowbotham in America, it was exciting, empowering, and uplifting to discover the voices of these self-defining black women who spoke my truth and put a spotlight on (some of) my own experiences.

However, I have been plagued by the fact that the Black British female experience isn't as widely studied and well documented as that of the African-American woman's. As Professor Heidi Mirza says, 'the question of how black British feminism can foster group solidarities while recognising differences is a perennial one', as is the question of representation.

As with all aspects of black life, American voices are louder—from literature to music to visual art, television and the

Job board

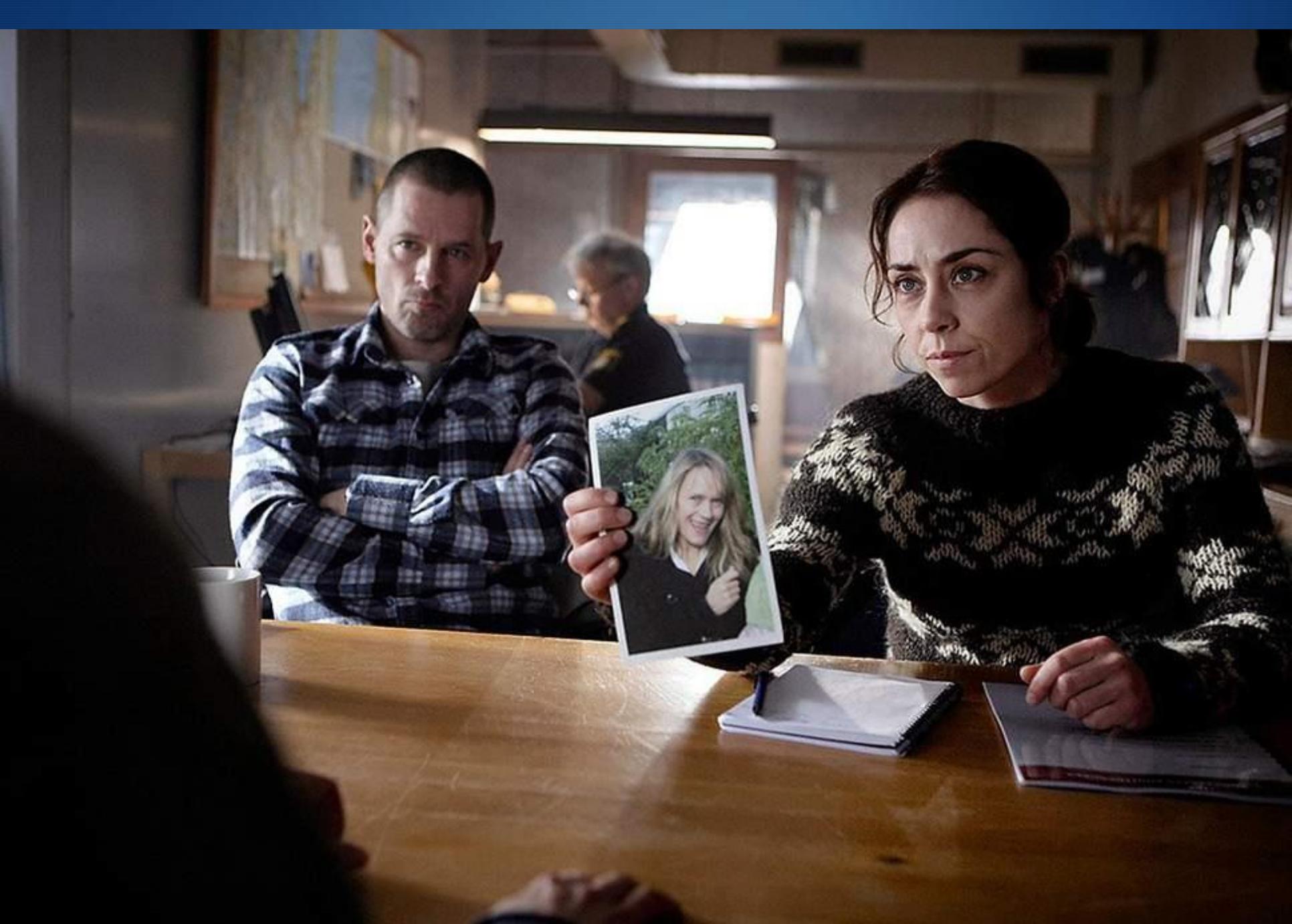


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Bell Hooks – Gloria Watkins

- ◆ Links race, gender and class – Beyonce’s Formation is an ideal set product (Eduqas) with The Killing (OCR) useful for analysing feminist representations
- ◆ **In application AL:** “In Formation, Bell Hooks’ point that race and class determine the extent to which individuals are oppressed is supported in key scenes, including Beyonce sitting on top of a sinking Police Car and black women wearing antebellum dresses”.
- ◆ Or: “Using Bell Hooks’ framework, in The Killing Sarah Lund represents the struggle to end patriarchal oppression”



Black hair foregrounded in Formation



Class and Race in New Orleans



But, also the celebration of Nola Culture



Subverted representations





PLAY ▶

vevo

▶ ⏪ 🔊 2:26 / 4:47

⚙️ HD 📺



Theory needs to be simplified –
can it be apply to Stranger Things?



Gender performativity in *Stranger Things*: from the website:

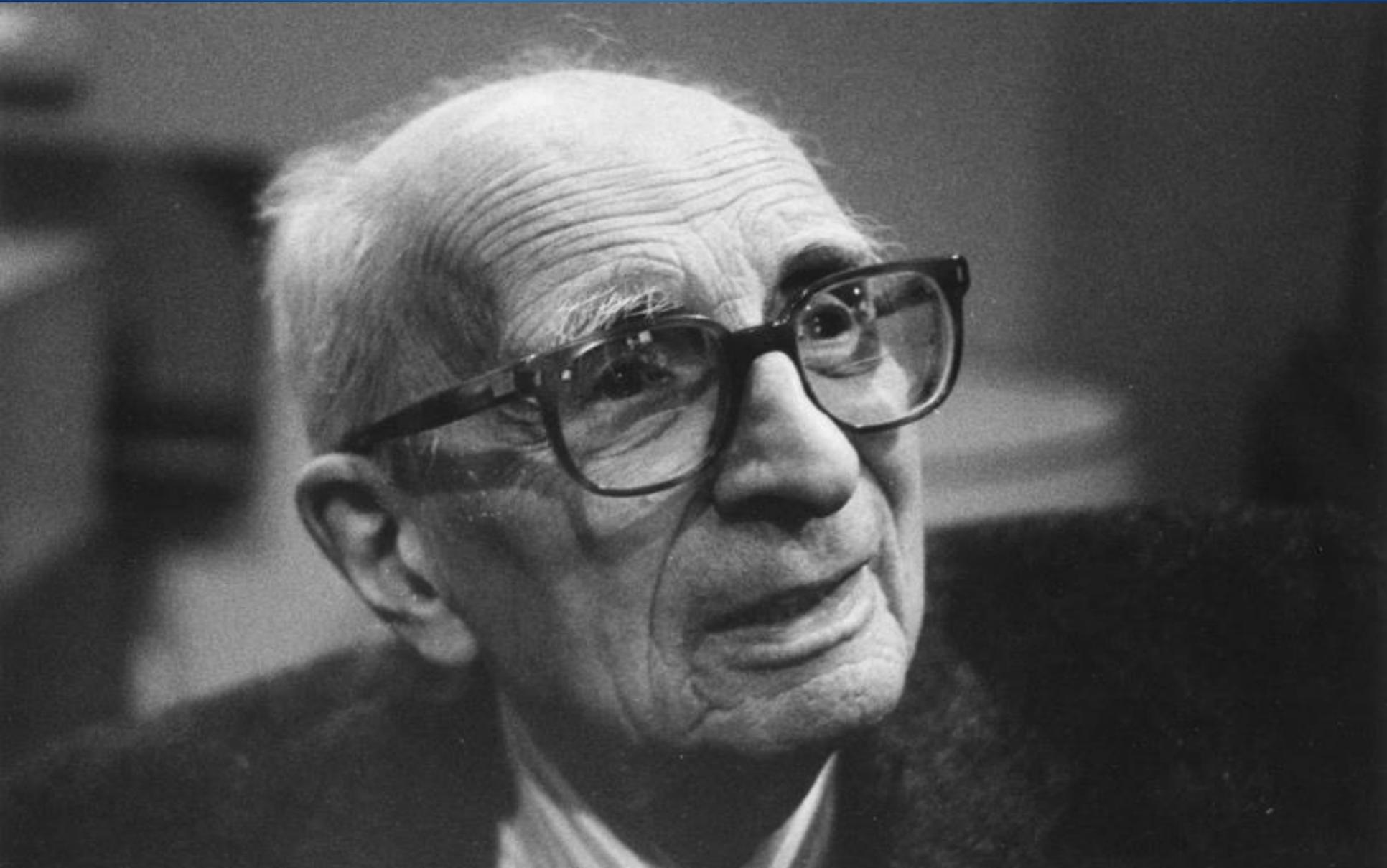
www.binarythis.com - school clip

Stranger Things engages with the gender conformity that is thrust upon us in a world of heterosexuality. In order to “pass”, Mike and his friends dress Eleven up in pink, a blonde wig, and makeup. Mike is rather happy about Eleven’s new “pretty”, but Eleven’s not so sure. When Eleven is accused of being too aggressive and too crazy (after hurting Lucas), they cast their wig off and strides into the supermarket to take whatever they like, slamming doors along the way. They’re saying, *you don’t own me, you can’t control me*. While Joyce teaches us that you can be a mother *and* a fighter, and Nancy teaches us that you can be feminine *and* a hero, Eleven shows us that femininity can be restricting and awful when it is thrust upon us. The lesson is: you can be queer in your gender expression *and* save the world.

Judith Butler

- ◆ **In application at AL:** “In Stranger Things, Eleven appears initially as androgynous - wearing a hospital gown and a shaven head, unable to express herself verbally and with unexplained powers. Using Butler’s theoretical framework, her gender representation is fluid – she rejects the ritual of gender construction”.
- ◆ Zoella can be used again to support Butler’s points that **gender is manufactured through a set of acts** (make-up, vocal tone and pitch, dress code, hair, body language, interests and focus – shopping, beauty and fashion....)

Straightforward 'go to' theory



Can't believe it's AL and not AS theory – probably the term 'structuralism'

- ◆ Binary oppositions allow audiences to construct meaning
- ◆ The structuralism bIt doesn't really need to be touched on – binary oppositions just reflect underlying narrative structure
- ◆ Technically narrative theory but also useful for understanding representation
- ◆ *Humans* for example makes obvious binary oppositions between synthetic and human identity. **Identify the binary oppositions** in the next clips – 'Mia and 'Sexuality'