



Subject: Media Studies Pre-A-level

Know It (Knowledge)	Use It (Application)	Stretch It (Development)
<p>Research Judith Butler’s theory of gender performativity.</p> <ul style="list-style-type: none"> • What does Butler argue gender is based upon? • How does performativity develop a gender? 	<p>Apply this theory to the following music video for Taylor Swift’s ‘The Man’. Consider:</p> <ul style="list-style-type: none"> • How is a divide between men and women demonstrated in this video? How do people perform according to their gender? • How are women objectified in this video? • How is patriarchal power demonstrated, and criticised, in this video? <p>Taylor Swift ‘The Man’ – official video.</p>	<p>Write two illustrated paragraphs in which you explore this theory, using evidence of screenshots from specific frames of the music video.</p>
<p>Watch several different charity adverts on YouTube – some suggestions include:</p> <ul style="list-style-type: none"> • RSPCA • UNICEF • NSPCC • Cancer Research <p>Make notes based on how you think people are presented as victims in these adverts.</p>	<p>Research Stuart Hall’s representation theory.</p> <ul style="list-style-type: none"> • How does he argue stereotypes are constructed? • Why do these stereotypes continue to exist? • What are the conventions used in charity adverts, how do these build stereotypes? 	<p>Write detailed notes which map this theory across three different charity advertisements. Compare how stereotypes are presented in each advert, creating a ‘fact file’ on each advertisement.</p> <p>Think carefully about how they use typical conventions of a charity advert (typical use of tone, colour, music, images, etc) in addition to the theory.</p>
<p>Research Liesbet Van Zoonen’s Feminist theory.</p> <ul style="list-style-type: none"> • How are men and women represented differently in the media? • How are men and women’s bodies viewed differently? • What does patriarchy mean? 	<p>Apply this theory to the marketing campaigns and the content for a Star Wars film of your choice. Watch the film if you can. Good ideas would include:</p> <ul style="list-style-type: none"> • Star Wars Episode IV: A New Hope • Star Wars Episode VI: Return of the Jedi • Star Wars Episode VII: The Force Awakens • Star Wars: Rogue One • Star Wars Episode VIII: The Last Jedi <p>Consider:</p> <ul style="list-style-type: none"> • How women are represented as weak in your chosen film. • How women are represented as powerful in your chosen film. • The extent to which women are represented as ‘damsels in distress’ in your chosen film. 	<p>Write two illustrated paragraphs in which you apply this theory to your chosen film, using screenshots from the film, or film posters, to support your analysis.</p>