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## WACE English Marking Workshop 2007 Viewing Section *Trial Mark*

| <b>Script</b> | <b>Question<br/>Number</b> | <b>Rank</b> | <b>Mark<br/>/30</b> | <b>Comments</b> |
|---------------|----------------------------|-------------|---------------------|-----------------|
| 1             |                            |             |                     |                 |
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Almost all visual texts reflect or challenge society's values. For example, films such as She's the Man criticise the lack of gender equality in today's society and challenge women to stand up for themselves and make a difference. Night a novel written by Elie Wiesel challenges society about discrimination and war. The images from set one reflect society's values of sex and beauty. A television series called Law and Order: SVU reflects society's values of making sure everyone is safe and it also reflects some negative values of violence in society. All visual texts may reflect or challenge society's values.

The images in set one of the film posters for Carino Royale and Lara Croft Tomb Raider both reflect society's values of sex and beauty. The woman on the Tomb Raider poster is in a skin tight outfit showing off her figure. She is beautiful and she is made to look sexy. On the poster for Carino Royale the male is made to look handsome and there is a woman in the background with a sexy dress on. ~~Movie~~ Advertisers have used this form of advertising because they know that sex sells because beauty and sex appeal are valued. I also think that the images challenge society because violence is obviously a main aspect of the film as both actors are holding guns. Although people find this entertaining, they are challenged to know when violence is taken too far. I think these images in set one both challenge and reflect on society's values.

In the film She's the Man gender equality in today's

society is challenged in the film a teenaged girl pretends to be a boy so she is able to play soccer. The film challenges society, it asks the question, why would a girl be criticised for playing soccer and a boy encouraged? She's the Man definitely challenges societal values.

Night ~~is a book that tells the story of a young boy and his journey through the holocaust.~~ It challenges the reader because it questions society. Most people believed what happened in the holocaust was disgusting and we question why the world didn't stop it. But then we are challenged because is the holocaust not the same as the massacre that occurred in Rwanda or the war happening over east? and what is society doing about this? what are we doing to stop it? The writer of Night challenges society's values successfully by stating that the holocaust is repeating itself and society is turning it's back.

There is a T.V. series called Law and Order: SVU which is about a crime squad who work to stop sexual abuse. I believe this show reflects societal values to make sure everyone is safe and people aren't being abused. However it also reflects societal values in a negative way. It reflects the minority of today's society who value abusing other people, those who value violence. I think it's good that this series not only reflects the positive values of today's society but also a few negative ones. I believe

Law and Order: SVU reflect societies values of peace and safety but also violence and abuse.

There is a whole range of visual texts that both reflect and challenge societies values. The images from set one reflect societies value of sex and ~~potency~~<sup>power</sup> which is similar to Law and Order: SVU. The News and Night challenge societies values of discrimination and gender equality. There are a range of values challenged and reflected upon by visual texts that I have viewed.

2

Q1.

I am Sam, Munderball



reflects



challenges

◦ representation of Sam

◦ representation of handicapped ppl.

I am Sam → SWAT codes

◦ appeals to values and attitudes

◦ construction, techniques, elements of narrative  
→ characterisation

◦ can reflect, <sup>or</sup> challenge values.

SET 1

◦ ~~masculinity~~ masculinity

◦ dominance

◦ power

(Q1) All texts either reflect or challenge values of society. Their mouths <sup>They can seek for us to question what we believe, or condemn it.</sup> I am Sam, directed by Jessie Nelson, conveys a strongly stereotypical portrayal of <sup>similarly stereotyped as range of</sup> mentally handicapped as a social group, <sup>of</sup> challenging these. In the documentary, Murderball, however, the physically impaired subjects are by no means victims as is consistent with the dominant representation; the values dominant in society. For the same social group, we see values endorsed and we see values challenged <sup>in two very different texts</sup> & <sup>stimulating</sup>. One set I provided offers distinctly different values with regards to domination and power. Each of the texts investigated employ similar methods to enable the viewer to assume the viewpoint; symbolic, written, ~~text~~ audio and technical-codes, coupled with techniques of construction such as characterisation, ~~and in order to~~. Thus the unsuspecting viewer is reduced into a viewpoint consistent with that of the text, whether it be challenging or reflecting.

\*  
e  
ext  
page.

I am Sam employs symbolic elements such as colour throughout to evoke the relevant emotion in the audience. It is a text seeking to allow the text strings. Sam, the direct protagonist Klumpers has seen to a long while, is cloaked in ~~shades of~~ indignant colours, and his brief liaisons with his estranged daughter, Lucifer, are red in rich, warm glow, almost heavenly in nature. We feel that this association is right, it is just, which makes child scenes even more villainous, tedious, melts much the epitome of all things evil. Our values of, <sup>Reflected</sup> family are endorsed, of love, of fraternal bonds. <sup>NR</sup> In complete comparison, the subjects of Murderball, wheelchair-clad, hulk-like looking males are given aggressive colours, contrasting. Immediately they challenge the dominant attitudes of society; they are not to be pitied, as is common, they are to be feared, to be treated as an equal. Dybbalton has portrayed the

viewer to reflect the dominant attitudes in Sean's world  
to challenge in Murderball.

The position of the subject in ~~set one~~ <sup>set one</sup> Part 1 is very telling of the ~~attitudes and values~~ <sup>focus</sup> the images embody. The first image, of the latest 007 flick, portrays the charmed Mr Bond advancing toward the viewer, obviously on some sort of noble quest to rescue the shrieking female. His face is buried in light; he has a destiny to fulfil. He is glorified. A woman stands in the background, looking upon him longingly. She is marginalized to the point of ~~the~~ <sup>explain</sup> ~~hyperbole~~, stands within the shadow of him; a very traditional representation. It is an image that endorses our values and ~~attitudes~~ attitudes affirmingly, a text that encapsulates the sexism of Western society so much that it is unquestioned, accepted.

In complete stark contrast, the second image, ~~it~~ <sup>is it</sup> ~~flies~~ <sup>reflecting shifting values</sup> in the face of the attitudes ~~present~~ <sup>in our society</sup> the woman is standing in the centre of the image, glorified, with the camera looking up on her in an almost God-like fashion. She is empowered, powerful, dominant. And she is a woman. Challenging. She is not the submissive housewife we see so often in texts, but ~~she~~ <sup>she</sup> a force to be reckoned with, an ~~new~~ individual that's not going to take none from anyone. Her representation and that of the woman in image 1 could not be more different. The second image is challenging to the extreme, ~~and~~ <sup>the</sup> image one reflective to the extreme. It is this construction that allows this communication.

# I am Sam is similar to ~~text~~ image 1. It endorses pre-conceived notions of social groups. Murderball can be seen as similar to image 2. The role of the social group is

PTO →



\* moved to an extreme, and inverse forced to challenge  
his values accordingly.

Whilst the two images provided are static, one can assume  
they would offer similar audio codes to that of their  
"compatriot". \* Liam Sam exhausts cutesy, little-girl  
talk to emphasise the innocence of Sam's daughter,  
~~and~~ ~~is~~ The text also bestows upon Sam the observation  
of an adult, observer seemingly too simple for the  
confused adult mind, but which provide solutions  
stuck in his simplicity. We at home think "Aww, isn't  
Lucy cute." No challenging there. We then can safely  
put Sam down as a genuine man, without the corruption  
of modernity, fully capable of love, ~~it~~ just without the  
intelligence. No challenges then, either.

One can assume Liam Craft in Image 2 would see  
much the same aggressive nature as the subjects of Murderball,  
contracting the camera, challenging it to treat them not  
with sympathy, but with ~~indifference~~ an emotion  
specific to them as individuals, not as "cripples in  
wheelchairs", as they so eloquently put it. No euphemisms,  
no carefully worded half-truths, the speech in Murderball  
is direct, to the point. It is consistent with the  
character; it is challenging to the dominant mindset.

Though the use of technical, written, ~~and~~ audio  
and symbolic codes ~~it is easy to see how~~ coupled  
with techniques of construction and a characterisation,  
it is easy to see texts can be blended or subvert  
ideological conventions. They can challenge, reflect,  
endorse, condemn. The impact that they have is left up  
to us.

→ It is important to note the significant impact context has on the way in which texts are received. We know from the syllabus it is not the texts themselves, but the meaning our context dictates us to draw from the texts that impact our ~~meaning~~ ~~so completely~~ perception ~~are~~ so completely. It stands to reason that texts glorifying values we do not endorse will not go to our top-10 lists. ~~Ministry, non~~ There are values dominant in ~~our~~ our society, and these values are championed or rejected depending on the intent of the text.

Q1. For many years, visual texts have either challenged or reflected society's values. The images chosen in set one are an extremely good example of this.

As ~~woman~~ over time, the role of a woman in society has changed greatly. In set one, there is a ~~role~~ significant role reversal between the two images. In image one, which is the feature poster of ~~the~~ 'James Bond' film Casino Royale, the man is in ~~the~~ power, as the dominant figure over the woman standing in the shadows. He looks as though he is leaving her and he has a determined, fiery look in his eyes. His bowtie is undone, and ~~it appears~~ his appearance resembles someone who has finished work for the day, looking untidy ~~and~~ although he is clean <sup>connotations</sup> and well dressed. This differs from image two as the woman (Angelina Jolie) who plays Lara Croft in the feature film The Cradle of Life is in the power ~~role~~ and is covered from head to toe in ammunition, guns and knives. This challenges society's values as the woman is fighting, which is traditionally a man's role, as reflected in image one.

The camera angles used <sup>challenge</sup> ~~reinforce~~ the current assumptions about gender roles in society. This is seen in image 2 as the character is centred and it appears like she is above the camera <sup>low if it</sup> or it is turned up to face her giving the impression that she is powerful, dominant and to be feared by all, unlike the other image in set one which is taken at eye-level as to seem like we are at level with the ~~dominant~~ male character, ruining the dominant vibe that would reflect the values of society and taking away the power of the character.

Gender roles are a major factor in challenging people's

always

values. As ~~women~~ men are no longer seen as the 'breadwinner' women have been given more power. In ~~the~~ the past, it would have been difficult to find a company or situation where women were in charge. However, nowadays women are slowly changing rather than challenging society's values by no longer staying at home to cook, clean and provide ~~food~~ for their families. An example of this is the film "Mona Lisa Smile". This film is set in ~~the~~ the past where women were able to ~~go to~~ attend school but were expected to marry immediately after graduation. Their new art teacher interviews her students asking them what they plan to do after school. One replies "After school, will get married and have children" The teacher replies "What else?" and the student looks ~~or~~ confused as she says "Get married," again. ~~Again~~ This ~~is~~ ~~or~~ conveys how much society's values have changed, displaying women how they used to view themselves, rather than what they have become.

The title of Image two reflects rather than challenges the values. The Cradle of Life makes reference to how ~~women~~ women are expected to <sup>but it's next to Tom's</sup> care for babies and ~~be~~ comfort ~~them~~ them rather than ~~going~~ having a job killing people. This title is behind the character and the word 'Cradle' is covered giving the impression that it doesn't exist in her world of guns, ~~knives~~ knives and weaponry. Image one does not carry the same symbolism. 'Cavino Royale' is in small ~~low~~ capital letters at the bottom of the image, as well as being illuminated on the backdrop. The 007, which is associated with the name James Bond is highlighted ~~at~~ the bottom title and the 7 placed underneath with a gun coming out the side simulating the effect of a hand holding a gun. This further ~~or~~ reflects society's values of males being the only ones to fire guns.

TV series

Another example of a supporting text is the ~~film~~ <sup>TV series</sup> Desperate Housewives. A main character, Bree Hodge played by Marcia Cross, reflects the old values held by society. Her <sup>character</sup> ~~character~~ <sup>Bree</sup> stays at home and cooks, cleans and gardens while her husband goes out and makes a living for the family. ~~She~~ <sup>Bree</sup> resembles a stepmother wife that makes everything perfect within her household by keeping ~~the~~ her life in an immaculate state, unlike her friends ~~the~~ who work and fight with their husbands, boyfriends, children etc.

Visual texts are very effective in reflecting and challenging society's values. They serve to influence the viewer encouraging them to adopt the values presented in the text. This is evident in the set of images displayed, as well as Mona Lisa smile and Desperate Housewives.

## Question 2

4

Visual texts can often be more confronting than written texts. Visual texts can shape the way that we see ourselves, our society or even the world. The most hard hitting facts aren't driven into our thoughts through words and statistics but visual images. More of a connection is made with a visual ~~image~~ <sup>text</sup> than a written paragraph.

~~Documentation~~ A very important topic being addressed all over the world is the issue of climate change. Carbon emissions, greenhouse gases, pollution. It's all over the news, newspapers, movies and magazines. Everyone is cashing in on the crisis and trying to help out. The world is aware of what's happening in the world and each individual is searching for a way to help their own society and ultimately the world.

First

The visual text ~~is~~ <sup>isn't</sup> set two really hits the nail on the head. The heading 'Be worried, Be very worried.' is big, bold and stands out against the dark background. This catches the eye and really targets the audience, thinking we then want to know what it is that we should

We worried about the picture of the polar bear gives us some indication as to what that is. The use of lighting focussed our eye onto the lone polar bear. Vaguely we can see that there isn't really any ice for it to stand on. Due to the heading and the lack of ice we interpret this as being something to do with global warming. This also plays on our emotional appeal through the lone polar bear. We react to this and are urged on impulse to find out what we can do in our world to help the poor animal.

The second visual text also works to reinforce the message about global warming. Through the selection of images included in this text we are positioned to consider the effect that this issue is having on our world. Immediately we stop and linger at this poster. The penguins are walking along and at first nothing out of the ordinary seems to jump at us. However the penguins are walking on what appears to be a sandy desert for miles around. This is characterised by the hedges and the low hills of sand in the background. This re-iterates what the title says, 'We're all on thin ice.' We assume that because the penguins are now walking on desert sand their ice is no longer there.

Once again it plays on our emotional appeal. Animals are being hurt by this and that is often what sparks the world into action. When our actions start to impact on nature and the fauna that live in that habitat the world sits up, listens and starts to take notice.

These construction elements of visual texts combine with our context to make us think about the world and the effect that our actions have upon it. These constructional elements in visual texts serve only to play on emotional appeal or to appeal to our values and attitudes. This makes us think about the images and the messages that these images are trying to portray. How we receive these messages and what action we take, if any is influenced largely by our context. What kind of person we are, what type of society we live in and whether or not we accept the ideas and messages of the visual text.

Through the combination of constructional techniques used in visual texts, ~~and~~ the emotional appeal they may or may not have and contextual background, they serve the purpose of making us think about world issues and events.



2

5

Visual texts serve for many specific purposes, which relate to society and the world as a whole. They present many themes ~~and ideas across~~ for the viewer to adopt, which are relevant to the world in which we live. Through the use of visual conventions, these themes and ideas aid in the ~~sole~~ purposes of the text. Such visual texts that present important and relevant purposes in our lives ~~are~~ include Murder Ball, directed by Dana Adam Shapiro, Ten Canoes, directed by Rolf de Heer, and Set Two of the given visuals which include a Time Magazine front cover, and the film poster of An Inconvenient Truth.

Murder Ball is a film, based on physically challenged men who go against society's dominant attitudes towards them, and achieve their goals while living their lives to the fullest. The main purpose of the film is to ~~make the audience~~ challenge the dominant attitudes towards physically challenged people in society, and <sup>to</sup> cause the audience to respect and admire the characters as well as ~~these~~ this group as a whole in society. Most people consider these people as inferior to others, retards, and weird people. ~~Within~~ Throughout the film, the characters are continuously being interviewed about their personal lives. This helps the audience to change their attitudes and think about how these people are treated in our society. It makes us think how much it would 'suck' to be like them, and how if we were living like them in wheelchairs, we wouldn't like everyone to think of us like the way we consider them today. This is achieved partly due to close-ups of the characters faces, giving across much deeper emotional response.

15

Another feature film ~~is~~ which causes the audience to consider ~~their own~~ how aboriginals are treated and thought about in their own society and country, is Ten Canoes. This film's main purpose is to make society aware that aboriginals way of life is ~~very~~ similar to our own, however is also very different, and they shouldn't be judged based on their culture. It is a story told by an elder, to a young man, to teach him valuable life skills and lessons. The audience is positioned to gain some acceptance of the aboriginal culture, and a ~~little~~ small understanding as to what their culture means to them as individuals. ~~to~~ This issue regarding aboriginals is very relevant ~~to~~ our society today, as most people relate aboriginals to drug and alcohol abusers, violent people who are inferior to us white Australians. By making the audience aware that the aboriginal culture is just as important to them as our culture is to us, society's negative attitudes towards them are challenged, and people start to consider that it was actually our fault for ~~these~~ aboriginals today not ~~having~~ ~~any~~ belonging to any culture at all.

Within set two, the two visual images given cause the ~~to~~ viewer to think about the society and world in which we live. Both are relating to climate change, and making society more aware of the effects this world-wide problem will have on our lives and all the animals lives ~~in~~ <sup>on</sup> our ~~to~~ planet. The first image is from the front cover of a Time magazine, found from the website [www.time.com](http://www.time.com).

This image is conveying that the polar regions on our planet are melting, which are causing the polar bears to die <sup>and</sup> sea levels to rise. The ~~body~~ <sup>gesture</sup> the polar bear is in, with his stiff neck and body trying very hard to balance itself, ~~is~~ symbolises humans and what we will be like if we don't change our ways to stop climate change. The subtitles are in big, capitalised letters, drawing in the viewers attention. They say "Be worried. Be very worried." The repetition of the same phrase emphasises the fact that climate change is going to have many horrible effects. The word 'very' added to the second phrase adds even more emphasis on how severe the consequences will be. The first image is causing the viewer to thoughtfully consider what they as individuals and ~~is~~ society as a whole, to stop climate change.

The second image is conveying similar themes. It ~~is~~ was found from [www.allposters.com](http://www.allposters.com), and is a film poster for the film An Inconvenient Truth. The visual image displays penguins walking across ice, in which they do most days. People generally sympathise towards penguins, so by using them in the poster, the audience is automatically drawn in to see what the purpose of the image is. The subtitle "We're all on this ice" is taking the place on the word 'inconvenient' from the title. This is relating to the effects of climate change. It is saying it is everyone's problem in the world, and everyone is going to suffer if we don't take up measures to prevent it from occurring. This text is making the viewer consider changing their ways in order to prevent climate change from occurring.

All types of visual texts have purposes which they want ~~to make~~ society to consider. These purposes are conveyed to the reader through particular themes and ideas, as well as through elements of construction. The aim of visual texts is to make people think about and consider their society and world in which they live.

Q2 Consider the ways in which visual texts may serve the purpose of making you think about yourself, your own society or about the world.

### PLAN:

- MLS → compare myself to them, (my society) /  
 → ~~Character~~ construction  
 → ~~Plot~~ construction
- |                                                                                                                          |                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Character</li> <li>Plot/conflict</li> <li>Setting</li> <li>Diverse act</li> </ul> | <ul style="list-style-type: none"> <li>Engaging you in the story</li> <li>Construction</li> <li>in other ways also</li> </ul> |
|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|

Visual texts serve a purpose of making you think about yourself, your society or about the world. They can accomplish this in many ways, but mainly achieve this by engaging you in the story through the construction of the text which puts you into the character's shoes.

In the film Mona Lisa Smile, one of the main characters - Joan, believes that she wants to get married and become a housewife. She decides this after much consideration of going onto university and in the end she chooses a family. Through the ~~dialogue~~ her dialogue and actions it was obvious that she felt she needed to make a choice. For example, she stated "I want a home, I want a family and that's not something I'm willing to sacrifice." This was obvious. This text made me think about myself and my own society where I am able to choose both compared to the DS where they are expected to become a housewife.

The engaging of texts is again present in the visual text Lara Croft where I am put into Lara's shoes. This feeling of placement as the character is obvious as I feel nervous or scared and have feelings of great suspense when something is about to occur and this is a result of the construction of the texts.

In both of the posters for the usual texts it is obvious ~~that~~ ~~the main character~~ who the main characters are as they are focused on in the for ground. Both the characters are looking off at something in the distance and you can tell that they are both action movies as they are holding guns.

By having one male and one female it displays the gender equality of today's society and that females and males can play the same roles.

Also, by displaying the guns it is showing the increased occurrence of violence in films and I also think that that is a display of today's society which ~~is~~ appears to be a lot more dangerous and violent than even thirty years ago, which is saying something about the world in which we live in today.

The angle on the poster of Lara Croft is also looking up at her making her the dominant figure and she is also based in the centre of the screen. This all reinforces that she is the main character and the film will be based on her.

In Casino Royale, the main focus is on James Bond, the main character ~~which~~ <sup>who</sup> also makes him dominant, but having the woman in the background also means that she will be present in the film and will also have a main role.

These are examples of how in society individuals are more dominant now and are a lot more powerful and again reinforces the gender equality.

Overall as you can see, visual texts ~~rather~~ serve a purpose of making you think about yourself - being put into their circumstance, makes you think about society and also about the world.

Q3.

Set 1.

7

Visual texts convey representations of women in society.

↳ intro. ⇒

\* Set 1 image 1 → back ground smaller.

→

↳ Set 1 image 2.

↳ Comparison

↳ Representation of women mus.

↳ conclusion

Visual texts are the most commonly viewed text type in society. (Their viewing does not even have to be as obvious as to watch a movie.) A simple glance at a poster is enough to achieve a representation of a particular group or individual in society. Often we are oblivious to the way in which we are purposely manipulated to see a text in a certain way. Conventions of visual texts accentuate the representation and thus convey particular values and attitudes to the audience.

The common representation of women has changed dramatically over time. In society they were <sup>once</sup> seen as housewives, only useful to fulfill the needs of ~~their~~ their husbands and children. For a long time women have been seen as mere possessions of their partners. This representation is completely inappropriate and goes against

all that was achieved through the feminist movement of the 1960's. Another typical representation of women in society is that of newly formed individual. Someone who is equal to men and can hold her own, no longer the damsel in distress. The two images in set one of the provided images and the feature film Mona Lisa Smile convey the portrayal of these three ~~different~~ differing representations of women in society.

Mrs. Mona Lisa Smile set in 1953 America, <sup>is</sup> embedded in a society where the values of family and marriage. An emphasis was placed on women to keep the perfect home and to be the perfect mother and wife. In a scene where a main character Betty is getting family portraits for her newspaper, the portrayal and importance of a perfect family is emphasised. Standing in conservative, <sup>coloured</sup> pastel clothing, with an open book in one hand, whilst leaning over the stove with a spoon stirring a pot in the other hand, Betty is positioned ~~so~~ that she is standing in front of her husband whilst he stands, hand in pocket and cigar in mouth. They pose and the screen flashes black and white and the frame is still, as if looking at a picture. Conventions have been used to establish the representation of women being inferior to men. It is seen to be an accurate portrayal as ~~the~~ black and white is symbolic of truth. Furthermore holding the book and cooking, shows the high expectations placed upon women of the time to multi task, have a job and an education whilst also raising a family. Such conventions of visual texts were used to convey the <sup>primary</sup> representation of women in society as inferior to men.



image one, conveys the second representation of women in society. The portrayal of women as not people, but items and possessions. In this poster for the film 'casino Royale' the strong and heroic man stands front on in a powerful stance. He is calm and collected and he has no fear of the impending doom that awaits. He holds a powerful and masculine grip on the long gun at his side. His facial expression is that of determination, a steely look. The camera angle is low, so that it is looking up at him, making him seem larger and accentuating his power. This representation of the heroic male is juxtaposed with the image of the woman in the background. This same camera angle makes her look smaller and therefore inferior to the male. He needs to protect her. She wears clothing that accentuates her womanly features - she is beautiful and elegant, a prized possession. As opposed to the facial expression of the male her facial expression is concerned and doubting. Furthermore her body stance is sideways, facing away from danger. The conventions of this visual text have conveyed the representation of women in society, being a possession of ~~man~~ a strong male.

The final representation of women in society is of a powerful, feminist. However, <sup>women are</sup> not seen as powerful in same light as men. Instead women are strong and sexy. This representation is conveyed in the second image of set 4. This image has the same purpose as image one, however represents

women in a completely different light. Embossed large lettering completely the background for "Lara Croft". The low camera angle makes her tall and assuring. The sun in the background is smaller than she is, she is stronger, bigger and more powerful than that which gives the ~~entire~~<sup>entire</sup> earth light. Where she steps there is wake. At her ankles the water around her splashes as if the her sheer strength moves everything like the story of Moses. Her stance <sup>is of determination and she</sup> holds her gun at her side. A gun bigger than that of the previous image. Her outfit embodies the sexiness of this representation of women. Skin tight suit that leaves nothing to the imagination and light that falls over her breasts and thighs. Women cannot be seen as powerful and strong as men are. Seen only as strong in the light of sexiness. This is evident also in how her hand rests upon her hip. Her facial expression with her chin up, is stern and cold. As opposed to the previous image where the woman's hair was out and soft, wavy, the hair of the woman in the second image is contained, plaited and meticulously placed in a particular position. Women who are seen to be strong and powerful ~~and~~<sup>are</sup> not only seen to be sexy but are heartless and cold. This is because it is a representation that goes against the maternal nature and representation of women as portrayed in such films as *Mona Lisa Smile*.

Conventions such as framing, lighting, costume, facial expression and background work to convey a particular representation of groups in society. The two images

of set one and the portray of women in Mona Lisa smile highlight the three common representations of women in society. Primarily women can be seen as maternal and only thing to fulfil the desires of their family - promoting such values as family and marriage. Secondly they are represented as possessions of males - the values of beauty and elegance. The final representation of women in society as conveyed by the second image is that of strength and power, influenced by sexism and cold hearted nature. The development of representations of women has occurred over a long period and it will be interesting to see how society progresses, and what the next representation of women will be. All of these representations and portrayals of women have been formed through the use of visual conventions.

~~Plan~~ / contrasting  
P 1 - intro: topic = gender roles  
- through movie posters

P 2 - Representations of males  
◦ Woman in background  
◦ In a business suit  
◦ Confident stance

P 3 - Female  
◦ low camera angle  
◦ Stance  
◦ costume

P 4 - ~~conclude~~ refer to investigation

Visual texts play a significant role in conveying particular representations of groups or individuals in society. The representations can be achieved through conventions of texts, they work to foreground a particular viewpoint on groups or individuals in society. ~~A good~~ ~~example~~ The representation of male and female gender roles is one that is prominently displayed in society and is a representation that is ever changing - mostly due to the culture and circumstances of a society at a particular point in time.

The two visual texts in set one represent male and female identity. The male from the movie poster 'Casino Royale' is constructed to be confident, independent and in control. His laid back, sophisticated yet somewhat arrogant stance works to define the male identity as dominant and powerful. The use of a short depth of field camera shot focusing on the man (James Bond) with the lady blurred in the background suggests a difference in status between men and women. It <sup>reinforces</sup> ~~emphasises~~ the society's dominant view points of men as the <sup>leading</sup> ~~dominant~~ power figures and females as less empowered. ~~Finally,~~ she looks insignificant and inferior compared to him, creating the view that women are of a less importance to men. Finally, by placing the male in a suit and the fact that he is holding a gun further defines his masculinity and powerful position. The conventions of this visual text are detrimental to the representation the movie poster conveys, showing males to be the empowered, controlling figure of the two genders.

The second image of the set shows contrasting representations and challenges the dominant attitude of society has of women - that they are the weaker of the genders and have little independence or power. The low camera angle looking

up at the women. (Lara Croft) creates a dominating, empowered persona. This use of camera angle makes her look intimidating and forceful. Her stance and facial expression is proud and independent suggesting that she is in a leadership position or is of great importance. She is wearing adventurous (goth) and is placed in an open, nature setting, a place where you would not expect many women to be. This constructs women to be adventurous, outgoing risk takers. The other poster showed the woman in a dress, thus conveying women to be more concerned with their appearance and as valuing money and material things over their independence or a leadership role.

Hence, there were two representations derived from these images. The conventions of other visual text can successfully work to convey the representations of male and female/gender roles. A clear representation of the position of male and females is derived from the film The Full Monty. Set in North England, this film addresses the story of six working class men who are thrown into unemployment and who turn to stripping to gain recognition and earn some money. This film pushes the fragility of the male identity to its limits. The men, through the conventions of colour,

Symbolism and colour (of clothing and setting) are conveyed as vulnerable, suffocated and placed in a disempowered position to the women of society. For example one of the men Gaz witnessed a woman urinating in the style of a male in the ~~restrooms~~ toilets and he says to the other men at the job centre 'That's it, when women start peeing like us, we've had it! They'll be the end of us, we won't be needed anymore - obsolete, dinosaurs, yesterdays news. Men will become extinct'. This creates the representation that men are losing their dominant position and no longer have full control anymore, women are starting to gain independence, placing the position of men under threat.

There are, of course, contrasting representations of male and female gender roles evoked from various texts. This is due to the cultural and other circumstances present at that time. 'Women of the Holy Kingdom' is a documentary about the role of women in Saudi Arabia. This society is still predominantly controlled by men as it states that only 6% of women make up the workforce. In this documentary the women are always shown in the traditional abayas and are together in groups of women. This creates the representation that Arabic women are interdependent on one another and

have very little power. However, there was an image of an Arabic woman from a book about Dubai that conveyed a different representation. The woman was placed in an office building overlooking the city, holding a file. This conveyed the representation that she was successful, independent and empowered.

Conventions of visual texts can convey very different representations of groups of individuals in society. With reference to the representation of gender roles and positions there are a number of representations that were derived. It can be said that men and women are undergoing 'gender merging' and the males no longer are the sole holders of leadership, independent positions. The conventions of the various visual texts e.g. camera angles, position and expression of characters, symbolism, dialogue work to convey the particular viewpoints.