



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

Exemplar for Internal Achievement Standard Media Studies Level 2

This exemplar supports assessment against:

Achievement Standard 91250

Demonstrate understanding of representation in the media

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to demonstrate critical understanding of representation in the media.</p> <p>This involves examining likely consequences of the representation and drawing conclusions based on evidence. This could include examining one or more of the following:</p> <ul style="list-style-type: none"> • the effectiveness of the features in creating the representation • implications of the difference(s) between the representation and reality • the implications and/or effectiveness of the stereotypes, messages, and/or values that are created by the representation • the implications and issues associated with the selection and/or omission of material. <p>This student has described the representation of families based around working mothers, stay-at-home mothers and fathers (1). The use of action and dialogue in creating these representations is discussed with examples from three media texts: <i>Mom</i>, <i>The Simpsons</i> and <i>Modern Family</i> (2).</p> <p>The student has discussed the effect of the representation (3). This student examines the assumptions and stereotypes associated with gender roles including the reason for the reinforcements of the traditional roles of females and males in American society (4). They have identified differences between the representation and what research suggests (5). Some implications are discussed including the continuation of stereotypes (6).</p> <p>For a more secure Excellence, the student could further examine the implications of the representation by developing the argument about the perpetuation of the traditional American dream and the commercial considerations of the representation.</p>

The dominant representation I found among family-based texts was that the only good parents are stay-at-home mothers, who are a crucial part of a family. The representation that only stay-at-home mothers make good parents means that fathers and working mothers are portrayed negatively in family sitcoms. Fathers are shown to be immature and inefficient in caring for their children compared to the mothers who have to pick up after their mistakes. TV dads such as Phil Dunphy and Jay Pritchett in *Modern Family* and Homer Simpson in *The Simpsons* are shown to try and get along with their kids by acting younger than they are and therefore coming across as immature, or in Jay's case just giving bad advice. 1

Rarely are working mothers shown in family sitcoms despite their growing prevalence in America and around the world. However, when they are such as in the 2013 programme *Mom*, they are shown to be stressed and selfish, unable to connect with their children on an emotional level. Stay-at-home mothers, such as Marge Simpson and Claire Dunphy are represented as smart and sensible carers for the whole family, disciplining the children correctly and doing most if not all of the housework. They cater to the family's needs while perpetuating the traditional American dream, however out-dated in modern society. 3

In these media texts the features of dialogue & action help to create the representation that stay-at-home mothers are the only good parents and therefore crucial for a normal family. In *The Simpson's Movie*, there is a scene in which the daughter Lisa tells her mother Marge about a boy she met. Marge responds, while cleaning the house, with thoughtful advice: "Oh honey, that's great. But the very best thing is that he listens to you." In contrast, the father Homer dares his son Bart to do dangerous tasks for entertainment. "I dare you to... climb the TV antenna!" he says, before shaking it vigorously while Bart is on it. When Bart completes a dare to skateboard naked in public at Homer's request, the town police apprehend him. Despite it being Homer's fault, he pleads, "It was all his idea! He's out of control, I tell you! I'm at my wits end." This shows in the film shows the dissimilarities between stay-at-home mothers and fathers, by depicting Marge as the practical and worrying primary guardian for the children, and Homer as a childish father constantly getting into absurd shenanigans. Marge tries to connect with the children by listening to them while Homer carelessly puts them in danger out of his own stupidity. 2 4

In episode 4: The incident of *Modern Family*, Jay is talking with his eldest son Mitchell about his younger stepson, Manny. "Manny set a kid's bike on fire," Jay says, to which Mitchell questions. Jay explains that, "I might have told him to get even with some kids... not my best parenting moment." Mitchell replies, "Not your worst." This represents fathers are giving useless and ridiculous advice. The fact that Gloria was out dealing with Manny while Jay was sitting in as pa was clarified in the scene, reinforcing that fathers are ineffective and don't know how to deal with children while stay-at-home mothers do all the work. This dialogue shows how Mitchell feels towards his father and views him in some aspects as a bad parent. 4 We often see Jay giving poor advice to Manny or not being supportive of Manny's decisions in other episodes so this underlines his poor parenting skills, reinforcing the message that fathers are mostly useless without a stay-at-home mother present.

In the pilot episode of *Mom*, Christy confronts her own mother with, 'There is hardly a day I can remember that I didn't come home to an empty house... while other mothers were cooking dinner, you were cooking meth!' Christy's mother answers, "otherwise known as working!" This dialogue exchange preserves the assumption that children want to have mothers at home all the time and that working mothers are lesser than their housebound counterparts. This is clearly exaggerated example of working mothers being bad mothers for comic effect but it does reflect that Christy's mother is inefficient and has neglected her daughter in the past. In Episode 2: *A Pee Stick and An Asian Raccoon*, Christy breaks down and cries after seeing her now pregnant daughter Violet putting her younger brother Roscoe

to bed. Christy tells her, "You're a better mother than I am" and violet answers with, "I know." This shows that Violet has been consistently unimpressed with Christy's behaviour as a parent and reinforces the message that stay-at-home mothers are essential for a family, leaving working mothers with this negative stereotype.

In the pilot episode of Mom, Christy works and comes home late to find her rebellious daughter Violet's boyfriend climbing out of her bedroom window. This highlights her inability to control her children, being too busy to monitor their behaviour. It is revealed that Christy is maintaining an affair with her married boss. This creates resentment from her eldest daughter Violet who doesn't forgive Christy for her past that included alcoholism and promiscuity. Baxter fathers Roscoe, Christy's youngest child. Baxter is another example of a dad being represented negatively in the media. He doesn't pay child support, lives in a caravan and buys and sells marijuana. He only spends two hours a week with Roscoe, and their time together usually consists of playing inappropriate video games. **These actions by Christy and Baxter reinforce the representation that only stay-at-home mothers are good parents, and therefore all other kinds of parents are useless...**

6

The effect of this representation that stay-at-home mothers are crucial within a family on society is that viewers of these media texts may become used to it and believe that it's true. The message, while inaccurate in describing modern society's viewpoint on the issue, can also be considered sexist. The U.S.A, where these texts are created and indeed where most family-based sitcoms are created, tends to rely on the stereotype of nuclear families (a married man and woman with children) as the social norm. However a study referenced in the New York Times article "the Changing American Family" shows that only 23.5% of households in America constitute to this traditional family structure. According to Gary Langer of ABC News, 64.4% of mothers with children under 18 are now out into the workforce (information from the U.S. Bureau of Labor Statistics, 2010). These statistics shows that the typical representation of a family in most family sitcoms is not accurate and that actually a minority of mothers stay at home in America. Therefore, the assumption that dads are stupid and working mothers neglect a connection with their children is imposed on consumers of media texts despite its incorrectness. Negative stereotypes can arise from these depictions of fathers and mothers in the workforce. The representation of fathers as dumbfounded idiots is sexist towards men, and the idea that working mothers are inefficient and are better off at home is sexist towards women.

5

According to Diana Lavery of the Population Reference Bureau, "today, stay-at-home mothers are more likely to be younger and less-educated than their working-mum counterparts, and to also have significant lower household incomes." This contradicts the positive representation of stay-at-home mothers such as the older Marge Simpson and Claire Dunphy in the Simpsons and Modern Family respectively, and also contradicts the negative portrayal of young, working mother Christy in Mom. The consequence of this is that many media consumers now believe incorrect stereotypes about working mothers vs stay-at-home mothers and this cycle of false information is perpetuated through public opinion, leading to even more unrealistic TV shows on the topic. Working mothers and fathers in the audience of these texts may recognize the message and feel offended by it. I think that these consequences affect the audience by misleading them about the reality of society and dynamics of families because the texts show that only a certain kind of family (one containing a stay-at-home mother) can succeed. The traditional American family being comprised of a stay-at-home mother, a working father and their children represents something that has been drilled into society for decades from most cultures and core community values, and how this is still reflected in media texts today. The simple concept of father=breadwinner and mother=caregiver remains successful for modern family TV shows. The characteristics associated with these roles are exaggerated for more comedy, more entertainment and therefore more revenue, and so commercial considerations are also a significant consequence of this representation.

6

	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to demonstrate in-depth understanding of representation in the media.</p> <p>This involves providing reasoned explanations for the effect of the representation such as on or more of the following:</p> <ul style="list-style-type: none"> • reasons for the difference between the representation and reality • reasons for stereotypes, messages, and/or values created by the representation • reasons why the selection and/or omission of material reinforce stereotypes, messages, and/or values • supporting explanations with evidence. <p>This student has described the representation of females in the advertisements of makeup company <i>Benefit</i>, which present women as beautiful and physically active (1). The use of costume, body language and slogans in creating these representations is discussed, with examples from a range of texts (2).</p> <p>The student discusses the effect of the representation as sending a message that women need to look perfect regardless of the situation (3). The student begins to explore the contradiction between the presentation of women 'as <i>superheroes</i>' while needing to wear makeup (4).</p> <p>To reach Excellence, the student could further develop the discussion around the consequences of these representations, including evidence as support.</p>

The representation of young women aged 16-30 in makeup advertisements:

Make up is a big part of many women's lives, and nowadays girls are becoming consumers of this product a lot younger. Advertisements for makeup brands are done in many different ways, such as TV commercials, print ads, youtube videos/tutorials/sponsoring famous youtube beauty guru's, social media accounts. I feel as though everywhere I look I see another commercial for some sort of makeup. This advertising is crucial in order to get women to purchase the product thinking that it is best compared to every other brand. Therefore the representation of women is constantly changing throughout ads in order to try get more consumers. **But if there is one thing in common throughout all these ads it's that the women shown appear to be so perfect and beautiful leaving some unattainable goals for women to try reach.** ①

I have decided to look at the advertisements by the brand Benefit, as after seeing some of their ads I've become interested in their unique way of advertising and how the women are being represented within them.

These commercials for Benefit's 'fine one-one blush/lip product and 'Hello Flawless' foundation represent women in an unrealistic manner. In many advertisements that are targeted at young women emphasize the aesthetic of looking 'perfect' as society has created a world where beauty and size means everything, regardless of what you might be doing at the time. There are mixed messages being communicated: on the one hand girls are encouraged to challenge stereotypes but all the while remember the importance of wearing make up and making sure they look good.

Benefit have a range of commercials on their Youtube channel but this one is interesting as despite being a make up ad, the focus is not so much on the make up but more their bodies. It is about a cadet course that involves training for learning how to use the product. Within this advert the girls are doing 'army' drills for part of their training. In the first still I've chosen we see a few girls climbing up the net and through the commercial there are quite a few different physical activities that they do. I asked a few friends about this particular still and they all agreed on the fact that it didn't appear to be a makeup commercial but a workout/exercise commercial. **Considering that this is a make up advertisement it gives off the impression that if you are going to war this product then you also need to workout and have a 'nice body.'** ② ③

The choice of costume for the actresses extenuates their bodies. The shorts are black, tight fitting and high-waisted, this makes the women's legs look longer and thinner than they already are. ② Followed by the button up shirt with this being tucked into the shorts it emphasizes the small size of the women's waist the buttons are done up just after the breasts revealing the whole chest. The young women chosen to be in this commercial all appear to be pretty small despite their heights. By presenting them in this manner its almost trying to show that this is the only type of body that you can have. This advert has used the 'cadet army style' associated with physical fitness yet it is used to sell makeup instead. This is another video commercial – this time for Benefit's primer named Poreprofessional. In this advertisement (which has been created with Marvel) we see a female protagonist (not the usual gender choice) portrayed as a superhero. This is quite a different representation as

nowadays young women are quite undermined and not necessarily seen as 'hero's because they are too caught up in having to look beautiful.

The superhero we see in this advertisement in the second still is characterised in the typical wonder women way. She is dressed in a tight fitting strapless leotard that clearly focuses on the curves of her body (in reality what women would save the world wearing that?) and she is crouching/standing in an effortless position driving the jet ski. **This is a stark contrast compared to the other female we see, she is merely a character in this advert and is only seen in this part. Viewers see her wearing fairly conservative clothing and clasping a book over her chest. Unlike the superhot this women appears to be struggling while sitting down. This example here shows how the stereotype of female superhero's is developed especially when compared to another 'normal' woman.** ④

These texts, even though supposedly representing a female superheroes and undertaking tasks usually the domain of males could be argued contributing to the undermining of women. In the workforce in the U.S 'women continue to earn 77 cents for every dollar that men earn'. The messages these texts send out is that regardless of what you are doing, you still need to look good (by wearing Benefit makeup) while doing it. So by constantly dressing women who save the world in skimpy outfits our generation are being taught that this is the only way to be a superhero especially under the influence of men. Yet superheroes don't have to be someone who's save the day or world. The description of hero is 'a person, typically a man, who is admired for their courage, outstanding achievements, or noble qualities.' Typically a man. Why is it that only men can be courageous or achieve outstanding things? Even though the word heroine exist for women, as a society we never hear it being said. Women are equally as courageous and achieve as outstandingly as men it's just not noticed as much because according to the stereotype women are too concerned about their beauty and appearance to be good leaders, exactly the stereotype used in these and other advertisements.

The implications of undermining women through stereotypes such as the typical female superhero really makes it difficult for intelligent young women and leaders to succeed in their work fields as many men can't take them seriously and expect these women to be the stereotypes. An article produced by a European correspondent Nicholas Bray proved this by saying 'women leaders are trapped in an identity conflict rate by stereotypes about how they should behave.' As a result of this women merely make up the senior officer positions in companies (in 2012 only 18.1% of these jobs were taken by women), this tiny number is just making the situation go around in circles. There are plenty of capable women in this world to take those positions but the stereotypes is what's holding employers back, yet if these women were employed then these misconceptions would be partially broken eventually allowing more respect for young women. This undermining of women also affects young girls where these stereotypes are drilled into their minds, instantly putting them off entering a particular work field. If the younger generation are being put off something they're interested in because of how men are going to view them, then the small numbers of women in these jobs will remain the same and men will never see that these stereotypes for example 'superheroes' are purely formed from the media and there are women who can undeniably go by the description of courageous and having outstanding achievements along with many noble qualities.

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to demonstrate in-depth understanding of representation in the media.</p> <p>This involves providing reasoned explanations for the effect of the representation including one or more of the following:</p> <ul style="list-style-type: none"> • reasons for the difference between the representation and reality • reasons for stereotypes, messages, and/or values created by the representation • reasons why the selection and/or omission of material reinforce stereotypes, messages, and/or values • supporting explanations with evidence. <p>This student provided a detailed description of representation of family, in particular tension in the relationship between parents and their children (1). The use of dialogue and action in creating the representations is discussed across three texts (2). The student describes the effect of this representation by exploring how conflict between parents and children is normalized (3).</p> <p>The student begins to provide a reasoned explanation for the effect of the representation by including research from academics about the accuracy of the representation. They have identified how the need for humour influences the representation (4).</p> <p>For a more secure Merit, the student could discuss the accuracy of the representation further, explaining how the need for humour influences the representation, and including further supporting data.</p>

Student 3: Low Merit

NZQA Intended for teacher use only

A common representation presented in sitcoms is that there is conflict between parents and their children, sending a message that 'parents don't understand their children', parents cannot or find it hard to relate to their children and that this is normal situation between parents and children. ①

I believe the representation of the message "parents don't understand their children" has formed in the family/comedy genre because sometimes there is this conflict between parents and children but in fact it is exaggerated for television in order to gain humour from the situation. No television programme can survive without conflict and this is one that is easily identifiable. According to Kira Birditt, a researcher at the University of Michigan for social research, a parent-child relationship is one of the longest lasting relationships people establish, because of this there is often a high amount of tension and ambivalence that goes along with the positive and supportive attributes of a parent-child relationship. This is useful for television producers who know they can use this type of conflict and it will appeal to a wide range of audience members. The message 'parents don't understand their children' is commonly shown through dialogue and actions. ④

We see in the texts I have studied that tension is often caused by parents wanting the best for their children. Psychology studies show that tension is often more upsetting towards the parents as they are more invested in the relationship and are concerned with launching their children into successful adulthood. This is where the root of this message is found in today's society. Parents want for their children what they didn't have when they were their age. Because of this they put a lot of pressure on their child/children. They can't see their child's aspirations past their own hopes and expectations. This is where parents tend to not understand their children. We see this idea in Little Miss Sunshine, directed by Jonathan Dayton and Valerie Faris. Richard clearly doesn't understand Olive as he is too caught up in the idea of winning, that he forgets that Olive is young and innocent and only really cares about having fun. Richard is oblivious to the fact that what you drill into your children when they are young makes a difference when they grow up. For example when Richard discourages Olive from eating ice cream before a beauty pageant as he sees it as an act of 'losing'. "When you eat ice cream the fat in the ice cream becomes fat in your body, so if you like ice cream you might become fat and if you don't, you'll stay nice and skinny sweetie," he continues on by asking 7 year old Olive "Okay Olive but let me ask you this, those women in Miss America, are they fat or skinny honey?" Olive not knowing how to react to this situation replies "they're skinny I guess", and Richard replies with his final blow "Yeah, I guess they don't eat a lot of ice cream." This demonstrates a situation where a parent does not know how to treat their child and has problems being empathetic. I believe Richard is trying to live his legacy through Olive as a "winner" so much that he can't see that all Olive really wants is for her family to be proud of her. ②

In 'Run for your wife' (Modern Family, season 1, episode 6) the representation of the idea of 'parents don't understand their children' is shown through an array of actions and dialogue. I think this idea is most prominent when Claire is yelling at Hailey whilst teaching her to drive. This stresses Hailey out and make driving a much more frustrating and tiring task than necessary. Claire doesn't understand that yelling at her children will ultimately cause resentment. "Yelling overpowers children, it makes them feel frustrated and angry, and what can happen is that after a while kids become immune to being yelled at. They tune it out,"

said Dr. Myrna B. Shure, a professor of psychology at Drexel University. This episode also displays another way parents don't understand their children. When children get to a certain age they want to feel independent from their parents, their ego is very delicate. This is where many children and parents clash. For example Hailey walking in front of her parents so she doesn't have to be seen with them. Claire and Phil perceive this as harsh and unnecessary but really its just Hailey trying to gain her independence and acceptance from her peers. When Claire tells Hailey that her driving instructor is picking her up from school, Hailey replies with "can't he pick me up someplace else, I don't want kids at school thinking I'm dating 40 year old driving instructor who's not even cute." Parents don't understand how children are afraid of being judged in a bad way by their peers and would rather point blank avoid situations that could possibly humiliate them.

4

Another way in which this representation of parents not understanding children is in the portrayal of maturity levels. Parents often fail to realize that their children are significantly less mature than themselves and cannot be trusted to behave in a way that adults do. We see this through the actions and dialogue in 'Phil on wire' (Modern Family, Season 3, Episode 3). Claire gives her teenage girls Alex and Hailey a chance to be mature about being put in the same math class and to rise above the occasion to ultimately benefit each other. Claire expresses this idea as she scolds her children for not rising to her expectations. "I thought the two of you could understand how being in the same class would benefit you both, Alex you could tutor Hailey, Hailey you could help Alex with her social skills. Com on the two of you could have been super Dunphy's but instead what are you? Two bickering half Dunphy's and I'm the one who expected more." Phil and Claire don't understand that by taking away the independence that school creates in Hailey and Alex it can make them feel trapped and their family inescapable. If Claire had understood this she would have rang up the school's principal and asked for Hailey or Alex to move to another class so they did not feel like their independence was being taken away from them.

Due to parent's unconditional love and worry they have for their children, they put aside what their children want and force them into doing things they think will work out for them in the future. We can see that these representations do have some accuracy as Diane Swanbrow from the University of Michigan says when parents don't fully understand their children they are more likely to try and provide their children with unsolicited advice, which builds tension and resentment. Although the representation displays the truth of a real life problem it over exaggerates most of the time, this could ultimately lead to people who don't understand their children on a minor scale thing that they have done nothing wrong as they are only seeing the message represented on a large scale. This could reinforce that these differences, misunderstandings are a negative thing rather than what is considered by researchers such as Swanbrow and Birditt as being normal. Based on the evidence from the texts I chose I can conclude that 'parents don't understand their children' is in most parts based on what really can happen between parents and children but is over exaggerated and made to be more significant in order to get more humour out of situations.

4

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	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to demonstrate understanding of representation in the media.</p> <p>This involves:</p> <ul style="list-style-type: none">• describing what the representation is• describing how features of the media texts create the representation• describing the effect of the media representation• providing evidence. <p>This student has described the representation in fashion magazines of women as being beautiful, youthful and desirable (1). The use of the models and celebrities as the face of the magazine, and the headlines on the front cover to create these representations, has been identified and discussed (2).</p> <p>The student described the effect that these magazine covers create, including the message around what is considered to be beautiful, and the pressure for women to aspire to adhere to what they see in the media. The student has begun to explore the differences between the way women appear in magazines and reality (3).</p> <p>To reach Merit, the student could develop reasoned explanations for the effect of the representation, for example they could look at why magazines create these representations.</p>

Student 4: High Achieved

NZQA Intended for teacher use only

I have looked at the representation of women on the front covers

of women's fashion magazines. In particular I have noticed that women are represented as being beautiful, perfect, sexy. There is also a message being sent that it is important to be seen in this way and that to be beautiful is also to be youthful looking. ①

One ways these representations are created are by the choice of models on the front cover. Often the people who are on the covers are either 'supermodels' or celebrities. For example in Harper's Bazaar the person on the front cover was Rosie Huntington-Whiteley who is a very famous British model. She is about 28 years of age. **She is presented on the front cover wearing a very expensive bathing suit – (it doesn't really look like the sort you would swim in) and it is cut very low in the front to reveal a lot of cleavage. Underneath the picture of her are the words 'Rosie Huntington-Whiteley – Body, beauty and the brand'.** These words focus the viewer as how the magazine would like us to see her: she has a fabulous body, she is presented as being their idea of 'beauty' and is helping to sell clothing that we should desire. **Next to her is a headline for an article in the magazine "Shape up for Spring" – reminding the readers that if we want to look like Rosie then if we look in the magazine we can get her body.** ②

On the front cover of Elle Magazine Australian actress Margo Robbie is presented next to the headline "The Wolf of Wall Street's Margo Robbie on Fame, Fashion". She is looking directly at the reader – she has her hand by her neck and her hair is loose around her face. She is pouting slightly. Like the front cover of Harper's Bazaar the reader's are asked to associate the model on the front cover of the magazine with the content – that is she is surrounded by headlines such as "Beauty Breakthroughs in Skin and Nails" and "608 new ways to update your looks". **The message is being conveyed that we should aspire to be like this woman who has fame, youth and beauty.** Magazines such as these ask us to value dressing fashionably, looking beautiful and worrying about how we appear to others. This was seen in a range of magazine covers: Brazillian supermodel Gisele was on the front cover of Vogue Australia in January 2015; Keira Knightly on the cover of Vogue and Marie Claire... ③

What all of these magazines have in common is using the front cover to sell the magazine and its message. These magazines encourage women to try to be better versions of themselves: you should be aiming to be beautiful like the models and celebrities on the front cover and in order to do this there are articles and advice as to what you can do to look like them: what clothes to wear, what exercises to do to get to the perfect body, and how to use makeup to cover up what you have. All of the women on the front cover appear to have been 'photoshopped' in that they are free from the spots, wrinkles and marks that most women have. Their faces all look very perfect and this has been done on purpose to make them look perfect.

One magazine cover that seemed to buck this trend a bit was British Vogue who had as their July Issue the "Ageless style issue". On the front cover was Helena Bonham-Carter who is a British actress. She is actually in her late 40s which is different to the likes of Keira, Gisele, Rosie and Margo Robbie. Next to her were the words "A style original" which seems to link to the fact that she is well known for dressing quite alternatively and having 'her own style'. On the front cover she has been heavily made up: she has bright red lipstick on and is wearing what looks like quite a sophisticated dress. She is revealing a lot of cleavage. The focus of this issue was "Ageless style" and the headlines around the magazine cover include:

Taking stock: Does my wardrobe show my age” and “Facing the years: A fashion genius goes in search of a beauty solution.”

On the one hand this issue did appear to be going against what other magazine covers do: focus on young models and celebrity's on their cover and instead focus on the fact that women can be beautiful at any age. However when I look more closely it seems that this is still similar to those other covers and still sends the message that in order to be considered beautiful you need to be young and fashionable: despite the fact Bonham-carter is 48 she looks as if she has been heavily airbrushed – there are no signs of wrinkles or anything like that. And again the titles suggest that getting older is something to fight: the ‘ageless issue’ is actually about how to avoid aging as opposed to saying this is how old I am. Ageless kind of means that you still need to be youthful even if you aren't.

	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to demonstrate understanding of representation in the media.</p> <p>This involves:</p> <ul style="list-style-type: none">• describing what the representation is• describing how features of the media texts create the representation• describing the effect of the media representation• providing evidence. <p>This student has described a representation of families in sitcoms as being more than just related by blood (1).</p> <p>The student describes how the dialogue and action in three texts create this representation (2) using specific evidence from the texts. The student describes some effects of the representation (3).</p> <p>For a more secure Achieved, the student could describe a clearer representation across all three of the selected texts, and make links between the texts. The features chosen could be more relevant to the representation discussed, and supported with more specific examples. The overall effect could be described more clearly.</p>

Explain what the message/representation is?

I have looked at the way families are shown in sitcoms and what I have realized is that family is more than blood relatives – that basically means that anyone can have a family, you don't have to be blood related or marriage related to become a family. Family is a lot more than a relative or marriage: you don't need proof on a piece of paper to prove that you are in a certain family. Family means to feel safe and accepted but also loved by the people around you and just to be there for each other through the thick and thin no matter what. This type of message is portrayed in the TV shows *The Simpsons*, *Trophy wife* and *Modern Family* but each in their own way

1

Explain how the representation is shown with 'dialogue' and 'actions'

The message of "family is more than blood relatives" is represented in the television programmes, *The Simpsons*, *Modern Family* and *Trophy Wife*. Throughout the episodes the message is shown really well through the features of 'dialogue' and 'actions' of the characters.

In the comedy series *Modern Family*, which successfully aired September 23rd in 2011, the message is really strongly represented. In *Modern Family*, the main characters are all related in some way and connected in some way. Firstly there is the Dunphy family which is made up of Phil (dad), Claire (mum), Luke (youngest child), Alex (middle child), and Hayley (the oldest sibling). Then there is Cameron and Mitchell (lovers). Mitchell is Claire's younger brother. Lastly there is Jay, Gloria and Manni (Gloria's son). Jay is Claire and Mitchell's father. The key message is mostly shown in the two main families. The Pritchett family (Cameron and Mitchell) shows this between Gloria's son Manni and Gloria's recent husband Jay. They may not have any blood relations and they may seem like they completely hate each other but they really do care about each other and Manni really looks up to Jay as a father figure because his father isn't really around "90% of being a good father is showing up," says Manni about his own father.

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The feature of dialogue is used to show the messages relation with Manni and Jay when Jay says to Manni. "What do you suggest?" and Jay answers "I usually go with earrings." This dialogue shows that Jay doesn't really take Manni seriously and always jokes around with him. This key message is also shown with Mitch and Cameron's relationship and their newly adopted baby Lily. Even though Lily is not their biological daughter, it doesn't mean that they treat her any differently; they treat her like she is their own. The whole family put together also shows the message through their actions because although Cameron, Gloria and Manni aren't fully related to all the other they don't get treated any differently to how the others are treated and treat each other. They are all just one big family and they all love each other equally.

The key message "family is more than blood relatives" is also shown strongly in the program *The Simpsons*. Although Ned's family isn't related to *The Simpson's* family in any way at all, he still acts as a father figure towards Bart. Ned can see that on the inside Bart is longing for him and his father to have a more loving relationship and even though Bart is too proud to admit it, it really affects him and Ned can see that. Ned's character portrays this message a lot because even though he has his own children, he still makes an effort to make Bart feel loved and welcome into his home by taking him fishing and just little things like making him a

hot cocoa drink which is really something that Bart is surprised about because Homer would never do something like that. Ned's dialogue also portrays this message just with the simplest words like "how was your day Bart?" or "Hi Bart how are you?" because it shows that someone cares about him. The Simpsons representation of the key message is quite different to Modern Family, because in Modern Family they have been brought together by marriage, whereas The Simpson's representation is that anyone can love you as their own family no matter if you are related through blood, marriage or nothing.

Trophy Wife

Then there's the television program Trophy Wife which is a new comedy to TV2. The program Trophy Wife also shows a different way of how the key message "family is more than blood relatives" is portrayed on TV. They portray the message through the relationship with Kate Harrison and her 3 step children. Kate, who is married to Pete, has made a commitment to not only her husband but also to his three children that he has from two previous marriages. For a step parent it can really hard to make a connection with their partner's children and it does take a lot of effort in some cases. Kate's character made a lot of effort to make a relationship with her three step kids. For example for Halloween Kate helped Bert (Pete's youngest child) to get a costume for him, this allowed them to have a bit of bonding time together. This program just shows that being marriage related doesn't mean that you're not family, because you are and you can love your step children just as much as you can love your real children.

Explain the effect of the representation:

The key message "family is more than blood relatives" has the potential to have a really positive effect on society because a lot of people in our society these days copy what is said or done on television programs and begin to believe that whatever they say or do is always correct and true. This positive effect is a good thing because it allows families (whether they are blood related, marriage related or not even related at all) that you don't have to have proof that you are a family because anyone can be a part of anyone's family and it is important because families have changed in real life. The consequence of the key message "family is more than blood relatives" is nothing. I don't believe that his message has any bad consequences because it's utterly completely true and I don't see how anything bad can come of it. The relationship with the society with the key message "family is more than blood relatives is huge" because family is a huge thing. It's in our everyday lives and without some sort of family there to support you, live would be pretty tough. These three programmes, The Simpsons, Modern Family and Trophy Wife are all texts that I chose because they all show the same key message but it is portrayed a little differently in each program. But in the end family is family no matter what and you don't have to be related at all to be a part of a family. Your family is who you make it.

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to demonstrate understanding of representation in the media.</p> <p>This involves:</p> <ul style="list-style-type: none">• describing what the representation is• describing how features of the media texts create the representation• describing the effect of the media representation• providing evidence. <p>This student has identified an overall representation of women in makeup advertisements as needing to be perfect (1).</p> <p>The student has begun to describe the features such as costume, body language and language (2) that create a representation (3) in each of three magazine advertisements. Specific examples from the advertisements are provided (4).</p> <p>The student attempts to describe the effect of the representation in each text (5).</p> <p>To reach Achieved, the student could focus on discussing one significant representation across the texts, and the features used to create the representations could be identified and discussed more explicitly. The student needs to describe the effect of the representation in more detail.</p>

(91250 High Not Achieved –

The representation of young women aged 16-25 in make-up advertisements

In my report I am looking at the representation of young women aged 16-25 years old in makeup advertisements. Through my analysis I have come to discover that the group I am focusing on is represented as happy, flawless, and the so called perfect body and is usually European. ①

Advertisement One: In this advertisement the lady is representing the makeup company Revlon and she is represented as being sexy. ③ In the image her head is tilted over her ② shoulder, her lips are parted and she is looking directly at us. ④ She looks quite seductive and as the eye shadow make up that she is representing is quite dark and smokey blends in with the dark background in this advertisement which symbolises seduction and it shows that she is looking like this 'you can look and touch, come get me'.

In the image she is also wearing a dark blue sparkley dress which shows bare skin at the ④ back but the wording covers some of it which makes you wonder how far down it goes. This is designed to grab male's attention. ⑤

Advertisement Two: In this image this young lady is presenting the make up company ③ summer collection and women are represented needing to appear natural. This is a natural part of makeup even though she still looks seductive she doesn't look slutty or fake because it is more natural look. The lady wears a creamy soft loose fitting t-shirt showing no cleavage or anything that could make her look less young and innocent even though it has beading around her neckline it is more than enough and shows purity and glamour. In this image she also has her lips parted and her eyes are looking directly at us and her hair falls perfectly looking tousled and relaxed. This shows the feeling 'you can look but you can't touch' still drawing the males attention but not drawing attention to physical contact. The backlighting in the image is very natural and is just a plain white which also shows purity and its attention grabbing looking angelic and innocent. ⑤

Advertisement Three: In this image this lady is advertising the make up company Revlon and ③ women are represented as needing to be beautiful. This makeup is natural and appealing and it is focusing on a natural looking foundation which doesn't make her look fake. As ④ words shown underneath the foundation image it states 'you've never felt makeup like this before.' And this shows that it's a nice natural type of makeup. The lighting in this image is a natural colour which is plain white and her clothes are creamy which makes you focus on her face which has natural colours. Her lips are parted and her eyes are positioned in a way where it makes her look seductive without giving the impression that she wants everybody to come and get her. In this image she shows the flawless type of image and she doesn't have to try it. It gives a message that it should be effortless to look beautiful. ⑤

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