

Knowledge Organiser for: **This Girl Can 2016**

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| <p>Production Context Developed by Sport England. Funded by Lotto. Purpose was to break down the key barrier that stopped women from doing sport (fear of being judged). Wanted to celebrate active women. Included TV adverts as well</p> | <p>The Target Audience: Females aged 24-40. This group were identified as least likely to take part in sport for fear of being judged because of their appearance. Appeal – young woman as the model, appearance, not a celebrity, she is clearly enjoying being activity, group working out together, bright colours, positive slogan (fox), Use of hashtag = appeal to modern audience, way to get info, create social cohesion by bring people together</p> | <p>Messages and Values Key message is that women should be proud of what they look like and therefore not be afraid of being judged when doing sport or physical activity. Values woman not based on looks (she does not look typical), instead the value is not being healthy and happy. Brand name/Identity - ‘This girl can’ suggests that anyone can get active.</p> | | | | |
| <p>Social/ Cultural Context Research showed that there was a massive gender gap in participation. As a result of the campaign 1.6m got involved. Numbers of women joining teams is now increasing faster than men. Nike copied this idea.</p> | <p style="text-align: center;">Media Language</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%; vertical-align: top;"> <p>Technical Codes Mid shot =focus on action (enjoying it) Central Image – centre= important Logos at the top/small = less important Slogan – Large/ central in front of image) = very important (covers the woman) No Photoshop = looks are not important Colour Palette – bright and eye catching</p> </td> <td style="width: 33%; vertical-align: top;"> <p>Visual Codes Costume – ordinary = anyone can do this, bright = eye-catching, not stereotypical Hair/Make up – messy = she does not care Body Language – full movement/ enjoying it Facial Expressions – eyes closed/ singing, happy Colour – red (passion/happy), text is white = stands out</p> </td> <td style="width: 33%; vertical-align: top;"> <p>Written Codes Mantra – made up of two similes, turning a negative into a positive -change attitude about sport Simile 1–sweating like a pig = unladylike. Simile 2- feeling like a fox=sexy dong exercise. Language =Informal simple but positive. Typography bold, unusual font. “GIRL” = wide appeal. #thisgirlcan – encourages involvement</p> </td> </tr> </table> | | | <p>Technical Codes Mid shot =focus on action (enjoying it) Central Image – centre= important Logos at the top/small = less important Slogan – Large/ central in front of image) = very important (covers the woman) No Photoshop = looks are not important Colour Palette – bright and eye catching</p> | <p>Visual Codes Costume – ordinary = anyone can do this, bright = eye-catching, not stereotypical Hair/Make up – messy = she does not care Body Language – full movement/ enjoying it Facial Expressions – eyes closed/ singing, happy Colour – red (passion/happy), text is white = stands out</p> | <p>Written Codes Mantra – made up of two similes, turning a negative into a positive -change attitude about sport Simile 1–sweating like a pig = unladylike. Simile 2- feeling like a fox=sexy dong exercise. Language =Informal simple but positive. Typography bold, unusual font. “GIRL” = wide appeal. #thisgirlcan – encourages involvement</p> |
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| <p>Historical/Political Context The campaign was run by ‘Sport England’ who are a government organisation. There is no commercial aspect to the campaign – they were not aiming to make money.</p> | <p style="text-align: center;">Representation</p> <p>Challenging dominant ideology that women can’t do sport by portraying physical activity for women in an extremely positive way. Counter-stereotype – She is enjoying sport, doesn’t care about being judged on how she looks, she is not weak or unsuccessful at sport. She is independent, confident and happy (body language and facial expression) Aspirational role model – she is not a famous sports person, shows that anyone can do this Focusing on what ‘real’ women –no airbrushing, photoshoping, no glossy not perfect but happy. Other adverts don’t do this ‘Girl’ use to represent all women but some women may not like this word as it has negative connotation (childish, silly, too young)</p> | | | | | |
| <p>Key Terms and conventions Copy, Slogan, Logo, Central Image, Typography, Brand Identity, Propp, Rule of Thirds, Mantra, Protagonist, Dominant Ideology, Stereotype, Counter-Stereotype, Hashtag, Social Cohesion, Enigma Code, Use and Gratification Theory, Personal Identity, The Male Gaze (Laura Mulvey), objectify/ objectification</p> | <p>Link to Theorists and theories Propp - Dominance of image suggests she is the ‘protagonist’ / hero as she has overcome fear Laura Mulvey - this images does not objectify woman, it is not focused on how they look or portraying them in a way that men stereotypically would like. Use and Gratification - Personal Identity, the audience can see themselves in this person because she is not a celebrity. They can identify with her because she is ordinary, normal and like her they too could learn not to fear being judged and get active. Engima Code (Barthes) - ‘this girl can’ - what can she do? Creates a sense of mystery, wonder</p> | | | | | |