



# MEDIA LANGUAGE & REPRESENTATION

Component 2 Section C – Media in the Online Age

ATTITUDE ONLINE – SET TEXT – L1



# STARTER ACTIVITY

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ON PAPER:

*Discuss your knowledge on different sexualities and how they may be identified*

*Discuss and Feedback*

**DATE AND TITLE ALL WRITTEN WORK**



# SEXUALITY

## Introduction



# VIDEO TASK

<https://www.youtube.com/watch?v=PnDgZuGihHs>



WATCH THE 'LOVE HAS NO LABELS' VIDEO BY THE AD COUNCIL  
***What is the message of the video? Why did this need to be made?***

# TASK

**5 Minutes**

*Write a short paragraph discussing the meaning of this quote.  
Consider discrimination, equality and prejudice.*

love  
has  
no  
labels



*“Everyone has the right to  
live their life as they please.  
No one has the right to  
judge others”*

# SEXUALITY: DEFINITION



# SEXUALITY: DEFINITION

## ONES SEXUAL ORIENTATION

It can also refer to one's interest in sexual activity.

It is a pattern of emotional, romantic, and/or sexual attraction to men, women or both genders.

Adopting a physical appearance/behaviour and attitude associated with a particular sex.

When discussing sexuality, the two most used terms are:

Heterosexual and Homosexual

When exploring Homosexuality, the two most used terms are:

Men = *Gay* + Women = *Lesbian*

....but there are many more!!



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INTERSEX  
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PANSEXUAL

**WHAT  
DOES  
LGBTQ+  
STAND  
FOR?**

*Discuss and  
feedback!*

# VIDEO TASK

<https://www.youtube.com/watch?v=wkzwDOCEDCo>

## NOW YOU KNOW: THE HISTORY OF LGBTQ\*

NARRATED BY

**WANDA SYKES**

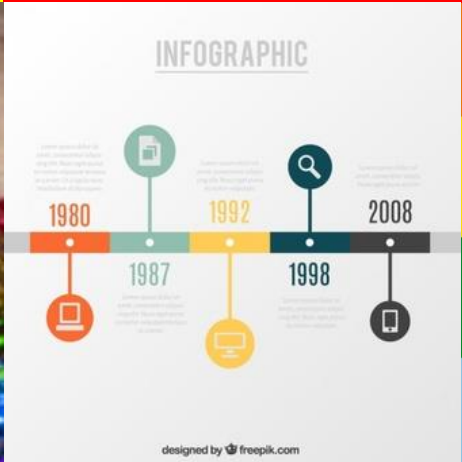
[MUSIC PLAYING]

WATCH THE VIDEO ON 'THE HISTORY OF LGBTQ+'

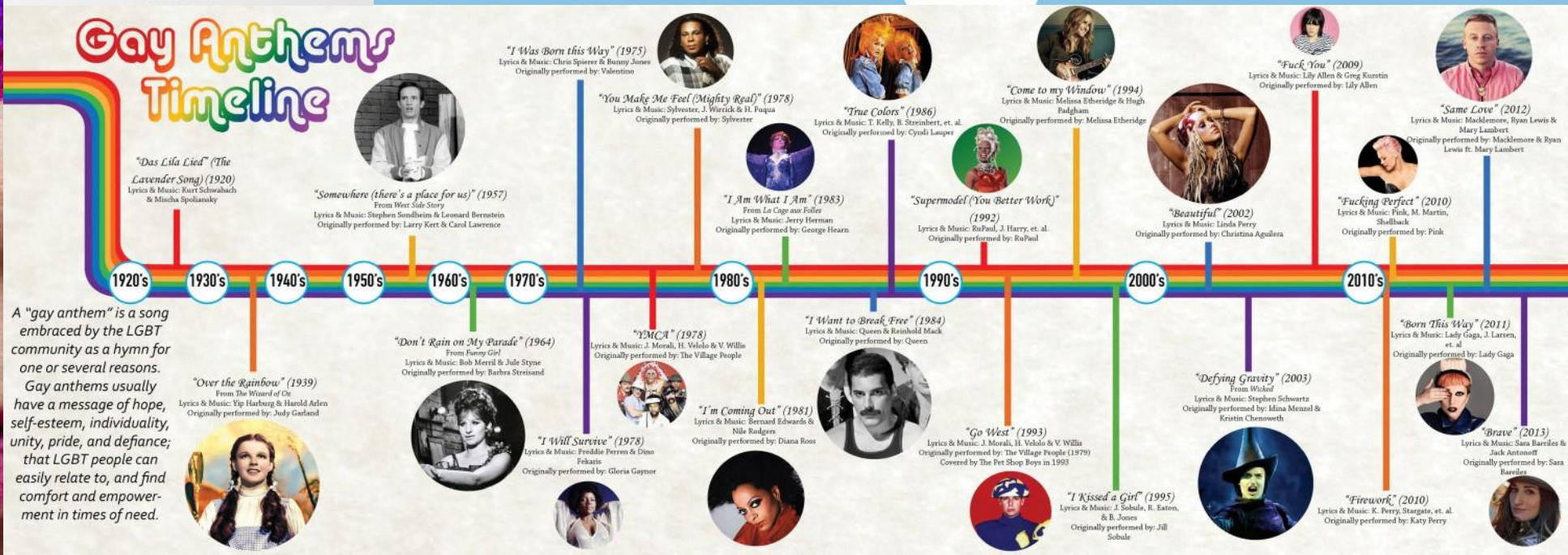
*Discuss...*

# TASK

Produce an historical timeline of events relating to both the rise of the Attitude Brand and significant Gay and LGBT milestones. You should plot the timeline for Gay/LGBT events along the top and the Attitude timeline along the bottom using a visual timeline similar to the ones below. You should include images where possible.



# LGBT history MONTH



# CONTEXT: SECTION 28

## SECTION 28

- Section 28 or Clause 28 was a legislative designation for series of laws across Britain that prohibited the "promotion of homosexuality" by local authorities. Enacted on 24 May 1988, the amendment stated that a local authority "shall not intentionally promote homosexuality or publish material with the intention of promoting homosexuality" or "promote the teaching in any maintained school of the acceptability of homosexuality as a pretended family relationship". Introduced by Margaret Thatcher's Conservative government, it was in effect from 1988 to 2000 (in Scotland) and 2003 (in England and Wales). It caused many organisations such as lesbian, gay, bisexual and transgender student support groups to close or limit their activities or self-censor. One of the reasons behind this section being created was because of how the media presented AIDS/HIV in the 1980s. The media created a negative stigma against gay/bisexual men and this correlated with the higher number of homophobic incidents afterwards.

## HOMOSEXUALITY IN THE 1990S

- 1990: The first gay pride event is held in Manchester. In July 1990, 4 gay men (Christopher Schliach, Henry Bright, William Dalziel and Michael Boothe) were murdered. Hundreds of lesbians and gay men marched from the park where Boothe had been killed to Ealing town hall and held a candlelight memorial. Justin Fashanu became the first professional footballer to come out in the press, but later subsequently committed suicide.
- 1991: Queen singer Freddie Mercury announced that he had AIDS; he dies the following day.
- 1992: The first Pride Festival was held in Brighton.
- 1994: An amendment was introduced to lower the age of consent for homosexual acts, from 21 to 16 in line with that for heterosexual acts. Instead it was lowered to 18.
- 1997: Angela Eagle, Labour MP for Wallasey, becomes the first MP to come out voluntarily as a lesbian. Gay partners were given equal immigration rights.
- 1999: In May, a gay pub called The Admiral Duncan in Soho, was bombed by former British National Party member David Copeland, killing three people and wounding at least 70. The equal age of consent proposed by the Labour Government was blocked again, after a campaign by Conservative MP Baroness Young was held against it.

## REPEAL

- On 7 February 2000, the first attempted legislation to repeal Section 28 was introduced by the Labour Government, but was defeated by a House of Lords campaign led by Baroness Young. On Thursday 18 September 2003 the Local Government Bill received Royal Assent and Section 28 was finally taken off the statute books. However, Kent County Council decided to create their own version of Section 28 to keep the effect of the now repealed law in their schools. This was eventually quashed by the Equality Act 2010.

## MODERN DAY BRITAIN

- Homosexuality is more socially acceptable
- In 2014, gay marriage was made legal in the UK
- A lot more allies compared to the 1990s
- Less of a negative stigma (especially in the UK)
- Less of a stereotype that all gay men are 'flamboyant' and all lesbians are 'butch' or 'manly'.
- More representations of homosexuality in the media = normalised.



# TASK

The following short videos will provide an overview of the impact of Section 28, the representation of gay rights in Britain, and where the LGBT community exists now within the social and political framework. **Briefly outline how different LGBT issues are represented now in the media in comparison to the previous thirty years.**



1. **Margaret Thatcher's speech regarding the removal of gay issues being taught in schools (Conservative Party Conference, 1987)**  
<https://www.youtube.com/watch?v=8VRRWuryb4k>
2. **Gay Rights: Britain's Changing Attitudes (Channel 4 News)**  
[https://www.youtube.com/watch?v=\\_jEM6PS\\_Q10](https://www.youtube.com/watch?v=_jEM6PS_Q10)
3. **Section 28: 30 Years On – overview produced by journalist, Owen Jones**  
<https://www.youtube.com/watch?v=kLMZt7ny4Ts>
4. **Gay Rights: Life under Section 28 (BBC Newsnight) – presented by Matthew Todd, writer, journalist and one-time editor of Attitude magazine**  
<https://www.youtube.com/watch?v=wk8YrrMVAaY>



# STEREOTYPING

Gay Men + Lesbian Women



# STEREOTYPING

## KEY POINTS TO CONSIDER:

- Stereotypes are created when knowledge is lacking or unattainable and the substitution of thoughts and opinions are implemented.
- This often leads to misjudgment and unfair discrimination towards certain groups (HALL)
- In media products, they have the potential to impact the mindset of audiences, often sustaining, perpetuating and creating stereotypes.
- Media products portray the unspoken norms of an ideology.
- Such products appeal to the widest audience – intellectually and globally.



# TASK

# REPRESENTATION - THEORIES

- **Stuart Hall** – Stereotyping reduces people to a few simple characteristics or traits. *“It tends to occur where there are inequalities of power, as subordinate or excluded groups are constructed as different or other”.*
- **Richard Dyer** – Stereotypes Legitimize Inequality: *“A way to ensure unequal power relations are maintained is to continually stereotype”.*
- **Andy Medhurst** – Stereotyping is Shorthand for Identification: *“One way that texts like **Waterloo Road** and **Skins** for example allow for audience identification is through stereotyping and giving characters an extreme representation”.*
- **Tessa Perkins** – Stereotyping has Elements of Truth: *“Although stereotyping can have negative effects often it is based of some degree of reality but distorted and manipulated for the purpose of entertainment values”.*

**ARE STEREOTYPES A POSITIVE OR NEGATIVE ISSUE? HOW CAN THESE RELATE TO SEXUALITY + ATTITUDE?**

BRAINSTORM:

# GAY & LESBIAN STEREOTYPES



# SEXUALITY: STEREOTYPES



## GAY

Physique Obsessed  
Feminine Traits  
Effeminate  
Female Company  
Extravagant  
Fashion Orientated  
Vain  
Loud  
Theatrical  
Overtly Proud  
Flamboyant  
Camp  
Sexual Innuendos  
Promiscuous

## LESBIAN

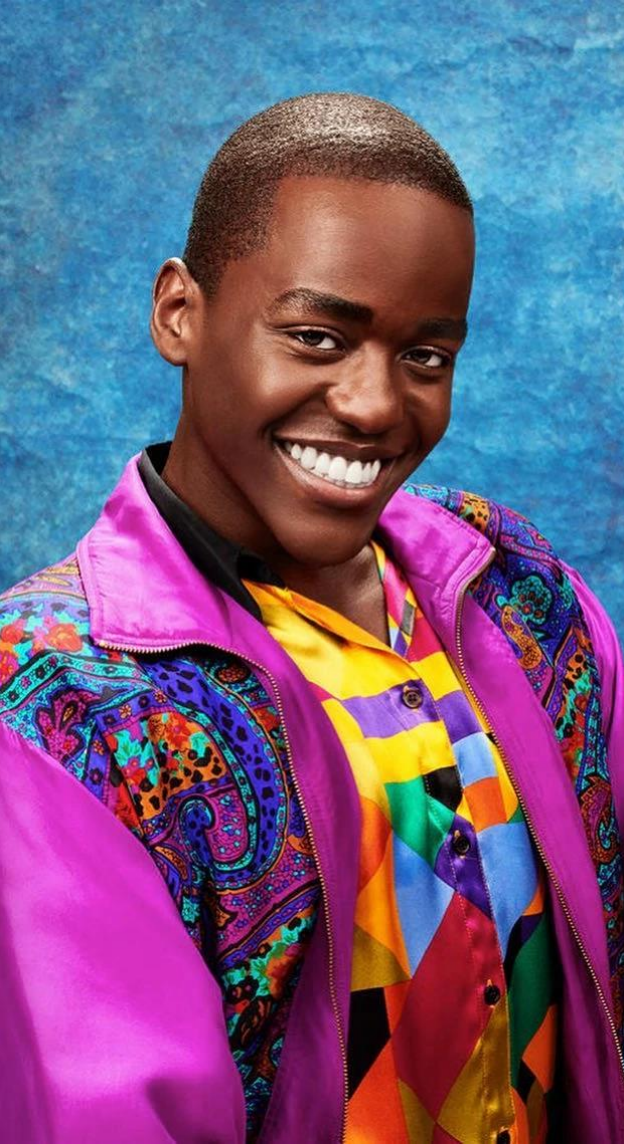
Strong  
Masculine Traits  
Butch  
Femme  
No Male Company  
Dominant  
Aggressive  
Angry  
Judgemental  
Radical Feminists  
Pro Women Rights  
Competitive  
Confident  
Sporty



# TASK

## Gay Character Types/Tropes

Below are typical gay character types often used in media texts. Match them up!



- The Boi
- The Closet Sports Fan
- The Feminine Diva
- The Metro Sexual
- The Repressed
- The Convert/Lipstick Gay
- The Colourful Gay

1. A subject who displays behaviour stereotypically associated with homosexual men whilst being heterosexual (concern over appearance)

### THE METRO SEXUAL

2. Someone coming to terms with their sexuality. The most overused stereotype in TV drama as it makes homosexuality simply a desire to be feminine.

### THE FEMININE DIVA

3. Fears coming out to their family. Displays stereotypical attributes of gay behaviour such as dancing theatrically and being flamboyant.

### THE REPRESSED

4. Embraces many feminine qualities and is generally very light hearted and easy going. Will often be best friends with women and works in fashion.

### THE COLOURFUL GAY

5. Once straight now gay, physically attractive to all sexes, Has subtle stereotypically masculine traits such as a high powered job.

### THE CONVERT/LIPSTICK GAY

6. Embodies sexual traits that are conventionally masculine such as hair style and fashion sense. Tends to resent/dislike the opposite sex.

### THE BOI

7. Engages with the opposite sex through social life and competitive events. Refuses to except their true sexuality and instead fakes heterosexuality.

### THE CLOSET SPORTS FAN



# **LGBTQ+ REPRESENTATION**

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**Film + Television**



# TASK

## Fictional Homosexual Gay Characters

*What do these characters have in common with regard to their roles in TV and film?  
What characteristics do they adopt? Is there a pattern of repeated representations?*

They are 'Marginalised'

*This means that they are given lesser roles/dominant parts in TV/film narratives.  
They are often used as 'Comic Relief' and often embrace 'Effeminate' characteristics.  
As a form of representation, marginalisation occurs due to an over reliance on  
stereotyping. Stereotyping occurs through repeated underrepresentation.*



# VIDEO TASK

<https://www.youtube.com/watch?v=dYMeX60NK7c>



WATCH THE VIDEO ON 'QUEER REPRESENTATION IN FILM AND TELEVISION'

***Discuss why you think this is occurring***

# HETERONORMATIVE CULTURE



**VS**



# HOMOSEXUAL CULTURE

**Masculinity is often equated with heterosexuality in mainstream media, perpetuating the myth that in order to be masculine, you have to be heterosexual.** As a result, stereotyping presents effeminacy as an intrinsic part of gay identity and could be seen to reinforce and uphold hegemony.

*Remember this point... it is key when analysing 'Attitude'*

# LGBTQ+ UNDER/MIS-REPRESENTATION

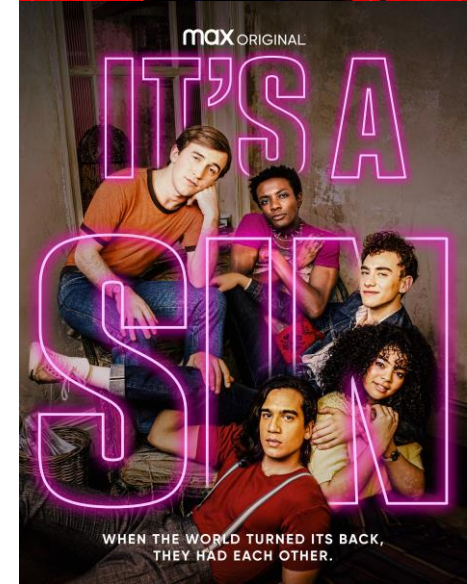
- The desire to entertain and conform to the ideologies and attitudes of a mainstream audience has led to many distortions, stereotypes and inaccurate representations of homosexuality in the media.
- Society presents heterosexuality as the 'norm' and for many years homosexuality was illegal, so gay people lacked the power to challenge such distorted representations.
- Since contemporary audiences have now been exposed to greater and more positive LGBTQ+ content, we are seeing more diverse representations in the media, instead of the token 'gay person' character
- TV shows like *Queer Eye* introduce the 'Metrosexual' (a straight man interested in things traditionally associated with gay men) using five gay men of all races, with only one fitting the stereotype of being flamboyant
- ***This increased/positive portrayal of the LGBTQ+ community in the media has served to increase acceptance and support for the LGBTQ+ community, establishing the LGBTQ+ community as a norm in society.***



# HOMOSEXUALITY IN THE MEDIA



- **1987** – First gay kiss on UK TV between Colin and Barry (*EastEnders*)
- **1994** – First gay storyline in a UK children’s TV show (*Byker Grove*)
- **1994** – First lesbian kiss on UK TV between Margaret+ Beth (*Brookside*)
- **1999** – UK TV show *‘Queer as Folk’* became an iconic series that positively depicted the life of three young gay men in Manchester, with all actors straight.
- **2014** – First transgender actor nominated for an Emmy (*Laverne Cox*)
- **2015** – First BBC comedy to feature transgender issues (*Boy Meets Girl*)
- **2018** – US TV show *‘Pose’* broke boundaries in its portrayal of the New York drag ball culture scene, an LGBTQ subculture in the African-American and Latino communities throughout the 1980s and 1990s.
- **2021** – UK TV show *‘It’s a Sin’* was able to educate both a mainstream audience as well as younger queer people about the horrors of the 1980s AIDS crisis.



# VIDEO TASK

<https://www.youtube.com/watch?v=qmJYc-pJuNM>



*WATCH THIS CLIP FROM SEASON 4 OF THE ICONIC TV SHOW 'THE WIRE'*  
***How is Michael K Williams character of 'Omar' being represented?***

# TASK

## Fictional Homosexual Gay Characters

*Compare the characters below, to the previous list of TV/film characters. Do they reflect a changing attitude towards LGBTQ+ representation? If so, how/why?*





# ATTITUDE

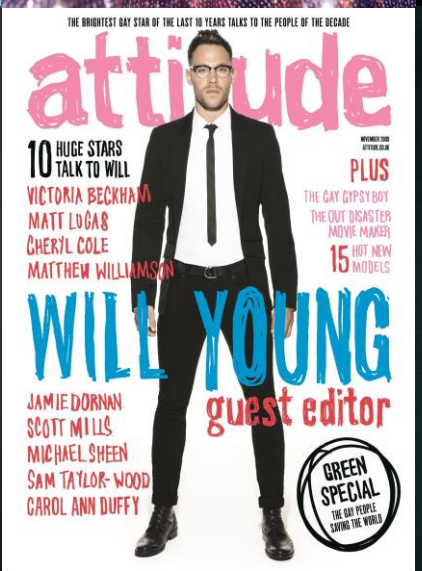
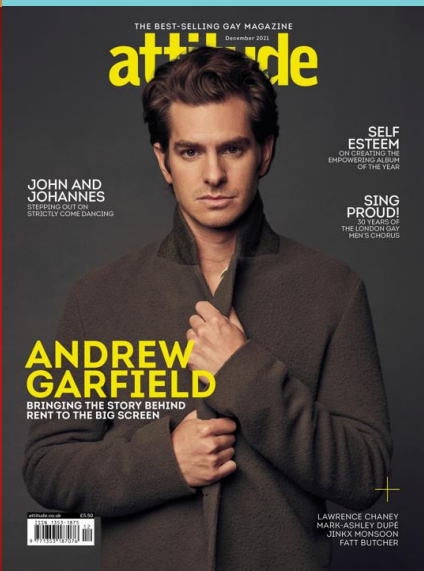
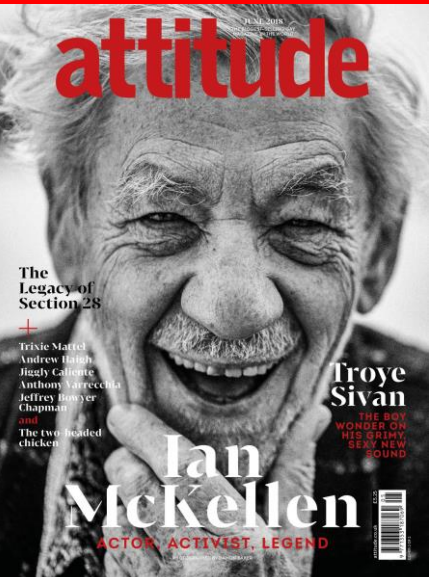
Opening Analysis



# TASK

# ANALYSIS

What can we tell about Attitude from just a selection of front covers?  
Think about Denotation + Connotation + Codes + Conventions



# MEDIA LANGUAGE

# TASK

The screenshot shows the homepage of the Attitude magazine website. At the top, there is a navigation bar with categories: NEWS | ENTERTAINMENT | COMMUNITY | BOYS | OPINION | STYLE | TRAVEL | ACTIVE | THEATRE | COMPETITIONS | SUBSCRIBE. The main header features the 'attitude' logo and a search bar. Below the header is a large advertisement for a Jaguar car with the text 'A DIFFERENT KIND OF ANIMAL.' and a 'DISCOVER JAGUAR' button. The main content area is titled 'ENTERTAINMENT' and features a grid of article thumbnails. Each thumbnail includes a small image, a headline, and a date. The articles include: 'GAYS ON TV: YOUR GUIDE TO THE WEEK'S BEST LGBT TV AND FILM' (2019-01-25), 'REVIEW | THE 'VERY FUNNY, WILDLY INVENTIVE' SHOWSTOPPER! THE IMPROVISED MUSICAL' (2019-01-25), 'AWARD-WINNING LGBT SHORT FILM TO BE DEVELOPED INTO TV SERIES' (2019-01-25), 'MEET THE QUEENS OF 'RUPAUL'S DRAG RACE' SEASON 11' (2019-01-25), 'HARRY REID: MAX BOWDEN, I ANOINT YOU BEN THE 6TH' (2019-01-25), and 'RUPAUL'S DRAG RACE SEASON 11 QUEENS REVEALED - WATCH' (2019-01-24). A sidebar on the right contains a 'SIGN UP TO THE attitude NEWSLETTER' form with a 'SUBSCRIBE' button. At the bottom right, there is a colorful graphic for 'NYC PRIDE. UNCONTAINED.' with the text '2019 IS THE YEAR OF PRIDE. NYC60.COM/LGBTQ'.

## MEDIA LANGUAGE ANALYSIS

What can we tell about attitude from it's homepage?.

- Consider the following:
- Website conventions and appearance
- Ideologies and values
- Target Audience
- Iconography/Intertextuality
- Technical codes

*Construct a detailed paragraph discussing its use of media language to attract an audience and establish a brand identity*

# HOMOSEXUALITY - POSTCOLONIALISM

- It is important to remember that not all countries are as tolerant of homosexuality as we are in the UK (although we do still have major issues regarding LGBTQ+ equality)
- Read the article I have provided you regarding where homosexuality is still a crime.  
[https://www.outliffe.org.uk/which-countries-criminalise-homosexuality?collid=EA1alQobChMivPHTs8IT4AIV613tCh24jwVPEAAAYASAAEgIy\\_D\\_BwE](https://www.outliffe.org.uk/which-countries-criminalise-homosexuality?collid=EA1alQobChMivPHTs8IT4AIV613tCh24jwVPEAAAYASAAEgIy_D_BwE)
  1. How many of the countries were colonised by British or Europeans?
  2. Do any of these countries surprise you?
  3. What are your opinions on the penalties for being homosexual?
- It is important to remember that different cultures and societies will have different ideologies. However, we need to explore how Attitude can be seen to be utilising colonial discourse when referring to other countries and their tolerance of homosexuality. Explore the Attitude website and consider how the concept of postcolonialism could be applied.
  1. To what extent are they fuelling a sense of 'otherness'?
  2. Could it be argued that their reporting challenges Gilroy's ideas?
  3. To what extent do these articles challenge/conform to the idea of colonial discourse?
- Write a response to the following question: *"It is argued that civilisationism (state of being developed/humane/civilised) constructs racial hierarchies and sets up binary oppositions based on notions of otherness"* To what extent does Attitude magazine conform to or challenge these ideas?



**NIGERIAN BISHOP SLAMS CHURCH OF ENGLAND'S MOVE TO AMEND AFFIRMATION OF BAPTISM SERVICE TO BE TRANS INCLUSIVE**

2019-01-04

NEWS



**NIGERIAN POLITICAL CANDIDATE SAYS HOMOSEXUALITY OUGHT TO REMAIN A CRIME**

2018-09-03

NEWS



**NIGERIAN POLICE ARREST 57 MEN FOR ALLEGEDLY HAVING SEX**

2018-08-29

NEWS



**NIGERIAN MATCHMAKER MAKES LIST TO WARN WOMEN OF SIGNS THEIR BOYFRIEND MIGHT BE GAY**

2018-08-22



**NIGERIAN MAN ARRESTED FOR ALLEGEDLY RAPING A 11-YEAR-OLD BOY MULTIPLE TIMES**

2018-08-02



**LGBT ACTIVIST BISI ALIMI URGES NIGERIAN WOMEN TO MOVE ON IF THEIR HUSBAND IS GAY**

2018-07-31



# TASK

## UNDER-REPRESENTATION MIS-REPRESENTATION

Answer the following questions with close reference to Attitude

- To what extent do the representations of the LGBT community rely on stereotypes?
- Does Attitude take steps to address and combat stereotyping?
- Does Attitude suggest that the representations are suggesting realism or verisimilitude?
- What does the website suggest about contemporary attitudes towards being gay?
- To what extent does Attitude fairly represent the under/misrepresented?

# REPRESENTATION





Silence  
is golden

## **5 MIN PLENARY TASK**

*Write a detailed paragraph summarising the impact of masculinity on the representation of the LGBTQ+ community in the media.*

**REMEMBER! ON YOUR OWN & IN SILENCE**

**TAKE NOTE OF ANY HOMEWORK/PREP WORK**