

What's in my



# MEDIA LANGUAGE & REPRESENTATION (ZOE SUGG)

Component 2 Section C – Media in the Online Age

**ZOELLA – SET TEXT – L2**



# STARTER ACTIVITY

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ON PAPER:

*Can Zoella's content be described as pro-feminism? - explain your reasoning*

*Discuss and Feedback*

**DATE AND TITLE ALL WRITTEN WORK**



# ZOE SUGG

Media Language and Representation





# KEY PAGES

*Zoe Sugg: Current Website (2018-Pre)*

## 1. Home Page

<https://zoella.co.uk>

## 2. Lifestyle Page

<https://zoella.co.uk/category/lifestyle/>

## 3. Sex and Health Page

<https://zoella.co.uk/category/sex-and-health/>

## 4. Decorating/Post-Partum Work Out

<https://www.youtube.com/watch?v=9fhdBevYaSQ>

## 5. Making Rocky Road with Ottie

<https://www.youtube.com/watch?v=BiAnhYor9xs>





# HOME PAGE

Media Language and Representation



HOMEPAGE

STYLE

BEAUTY

LIFESTYLE

RECIPES

BOOKS

SEX AND HEALTH

SHOP OUR PICKS

SHOP ZOELLA

ABOUT

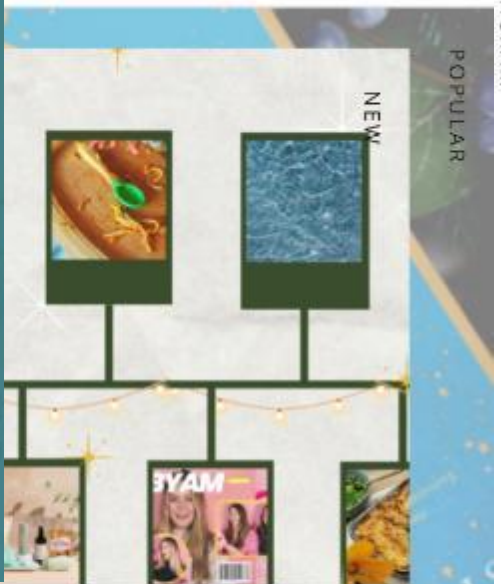
LEGAL

ARCHIVE

Z



@ INSTAGRAM



2 MONTHS AGO 6 MIN READ

# Zoella Wrapped! The Articles That Defined '22

We've covered lifestyle content aplenty from the fun to the frank and everything in between but ICYMI, here's our Zoella Wrapped Jan - December '22, featuring our most-read posts from every month.

READ MORE



@ INSTAGRAM



3 MONTHS AGO 8 MIN READ

## 7 Festive Cocktails to Get You in the Merry Mood this Christmas

READ MORE

LIFESTYLE



3 MONTHS AGO 1 MIN READ

## 27 Subscription Gifts For When The Last Minute Christmas Panic Hits

# TASK

## Analyse the use of media language to create meaning and possible representations

- Design
- Layout/Composition
- Structure/Narrative
- Verbal Codes – *written/spoken word + lexis + mode of address + literary devices + typography*
- Visual Codes – *imagery, graphics, mise-en-scene*
- Technical Codes – *camera shot/angle/framing*

STYLE BEAUTY LIFESTYLE RECIPES BOOKS SEX AND HEALTH SHOP ZOELLA

BEAUTY NEW POPULAR

1 MONTH AGO 6 MIN READ

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@ZOELLA @ZOESUGG

INSTAGRAM

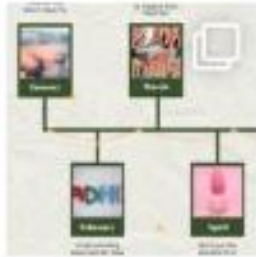
@ INSTAGRAM

@ INSTAGRAM

@ZOELLA



@ZOESUGG



Instagram

# 'Homepage' Analysis

*"Explain potential representations constructed through the use of media language in the product."*

## SETTING

The settings for most of the images still appear to be indoors, at home. However, the aesthetic has changed slightly as the settings now look classier and more high end which can be reflected in the décor of these locations. The images have now lost their more rustic look and feel.

## LIGHTING

High-key lighting connotes that the young women in the images are proudly demonstrating their skills in applying makeup (nail polish). The images featured on Zoe's Instagram page use both high-key and natural lighting which gives off a balance and creates a sense of stability.

## PROPS

The props of nail polish and makeup seen across the website are typical signifiers for femininity and a girl's girl both of which can be used to describe Zoe. While we see typical props that we could associate with Zoe, there are also culinary props and books that demonstrate the nature of Zoe's growth as a young woman.

## COLOUR

The use of colour has changed considerably in the layout of the website in comparison to her old homepage. The use of black and white to construct a theme signifies that Zoe has stripped back her look and this has created a more grown up look and feel to the webpage.

## TYPOGRAPHY

The use of capitalised sans serif fonts throughout much of the homepage, including the navigation, also has connotations of a shift occurring from the old Zoella homepage. There are some serif sections of the homepage that can be seen in the 'Z' in the corner and the titles for the feature articles, this typeface can also be described as bold which helps it stand out from the other content.

## COMPOSITION

The homepage is very minimalistic with a lot of negative / white space unfilled. The vast amount of negative space helps the audience to navigate the website while also conveniently highlighting the images and Instagram feed. Readers can also see a snippet of the different pages and sections available throughout the website which works as a teaser for audiences enticing them to read more.

# APPLY THE THEORY

## MEDIA LANGUAGE

LEVÍ-STRAUSS  
BAUDRILLARD

NEALE

TODOROV

BARTHES



BEAUTY

NEW

POPULAR

1 MONTH AGO 6 MIN READ

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@ZOELLA @ZOESUGG

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# KEY THEORY

BEAUTY



1 MONTH AGO 6 MIN READ

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- **Barthes:**
- The idea that signs can function at the level of denotation, the 'literal' or common-sense meaning of the sign, and at the level of connotation, the meanings associated with/suggested by the sign
- *The composition and lack of colour on the homepage of the website could connote the Zoe's new found maturity and that of her audience. The use of colour has changed considerably in the layout of the website in comparison to her old homepage. The use of black and white to construct a theme signifies that Zoe has stripped back her look and this has created a more grown up look and feel to the webpage. The use of capitalised sans serif fonts throughout much of the homepage, including the navigation, also has connotations of a shift occurring from the old Zoella homepage.*
- **Levi-Strauss:**
- As stated in Levi-Strauss' Structuralism theory, meaning is dependent upon pairs of binary oppositions.
- *The homepage of Zoella's current website, uses lighting and colour to create binary oppositions as mentioned by Levi-Strauss' Structuralism theory. Lighting is used to create meaning through binary oppositions as we see images in both high-key lighting as well as dimmer natural lighting, these two different techniques could be interpreted as a reflection of Zoe's life stepping up to a new level (high key lighting) while she remains grounded and humble (natural lighting).*

# APPLY THE THEORY

## REPRESENTATION

GAUNTLETT HALL

VAN ZONEN

BELL HOOKS

BUTLER GILROY



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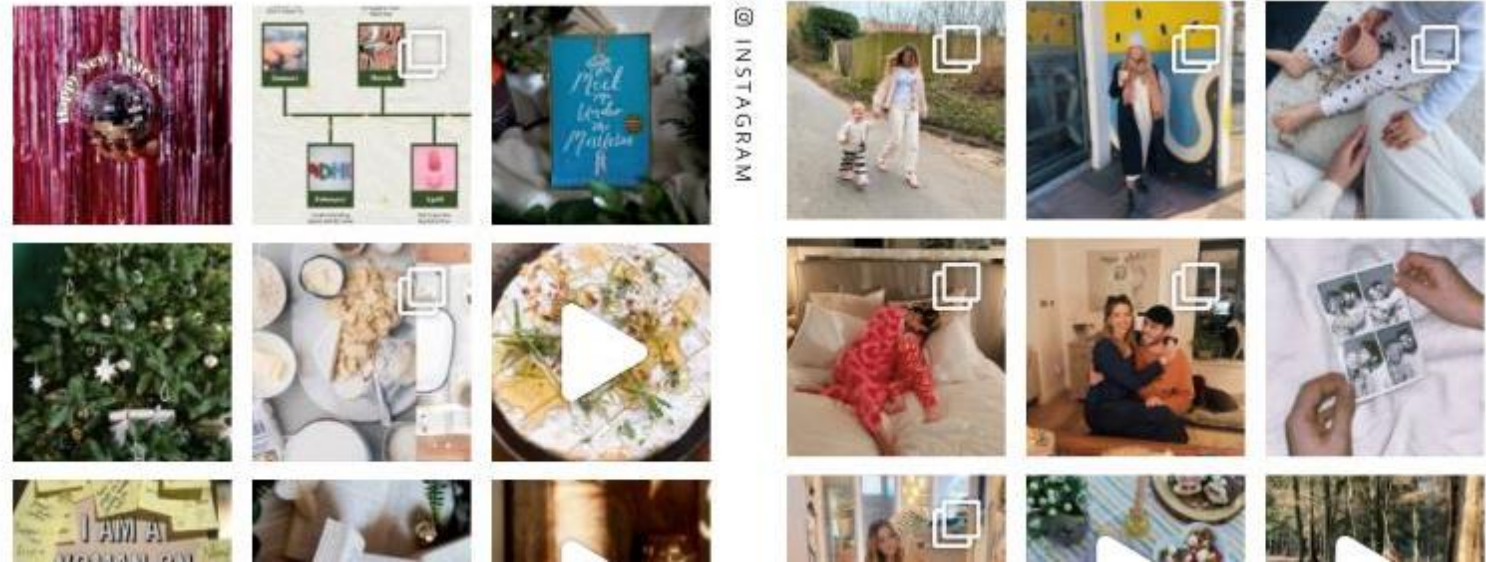
[READ MORE](#)

Instagram, Twitter, Facebook, Pinterest icons

@ZOELLA @ZOESUGG

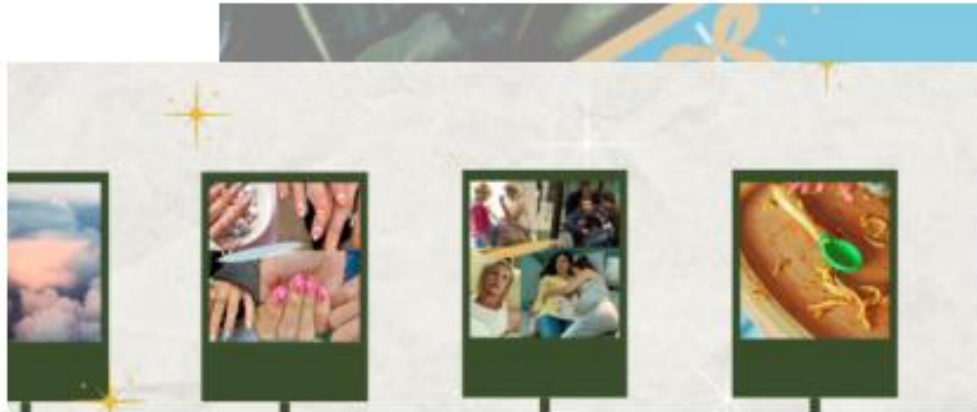
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READ MORE

- **Butler:**
- Butler puts forward the idea that performativity is not a singular act, but a repetition and a ritual.
- *The combination of different elements on the website reflects the feminine tendency to organise and arrange well. The content of all the featured articles on the homepage are on a variety of topics including beauty product reviews, gift ideas to yourself and recipe suggestions. All of these features will have been specifically selected and could arguably be considered feminine which reinforces Butler's ideas about performativity in relation to gender being a repetitional and not a ritual.*
- **Hall:**
- The idea that stereotyping, as a form of representation, reduces people to a few simple characteristics or traits.
- *The layout and composition of the current Zoella homepage subverts stereotypes that could be associated with a media personality such as Zoella. Readers and visitors of the sight are likely to expect bigger displays of femininity through the use of colours such as pastels and pinks. However, Zoella appears to not conform to these ideals and does not in fact reduce herself to a few simple characteristics or traits as she instead chooses to opt for more gender neutral colours in the form of black and white.*



# **LIFESTYLE PAGE**

**Media Language and Representation**





TEAM ZOELLA DECEMBER 13, 2022

## Cultivating Your Internal Garden ~ An Introduction to Gardening for the Mind



TEAM ZOELLA NOVEMBER 23, 2022

## 5 Tips to Help you Bo\$\$ your Christmas Budget

TEAM ZOELLA DECEMBER 2, 2022

## 20 Ways to Make the Most of Mistletoe and Wine Season

As twinkling lights appear in windows and we begin to countdown to the main event, here's 20 ways to get in the spirit of things, because we all know the build-up is superior to Christmas Day itself.



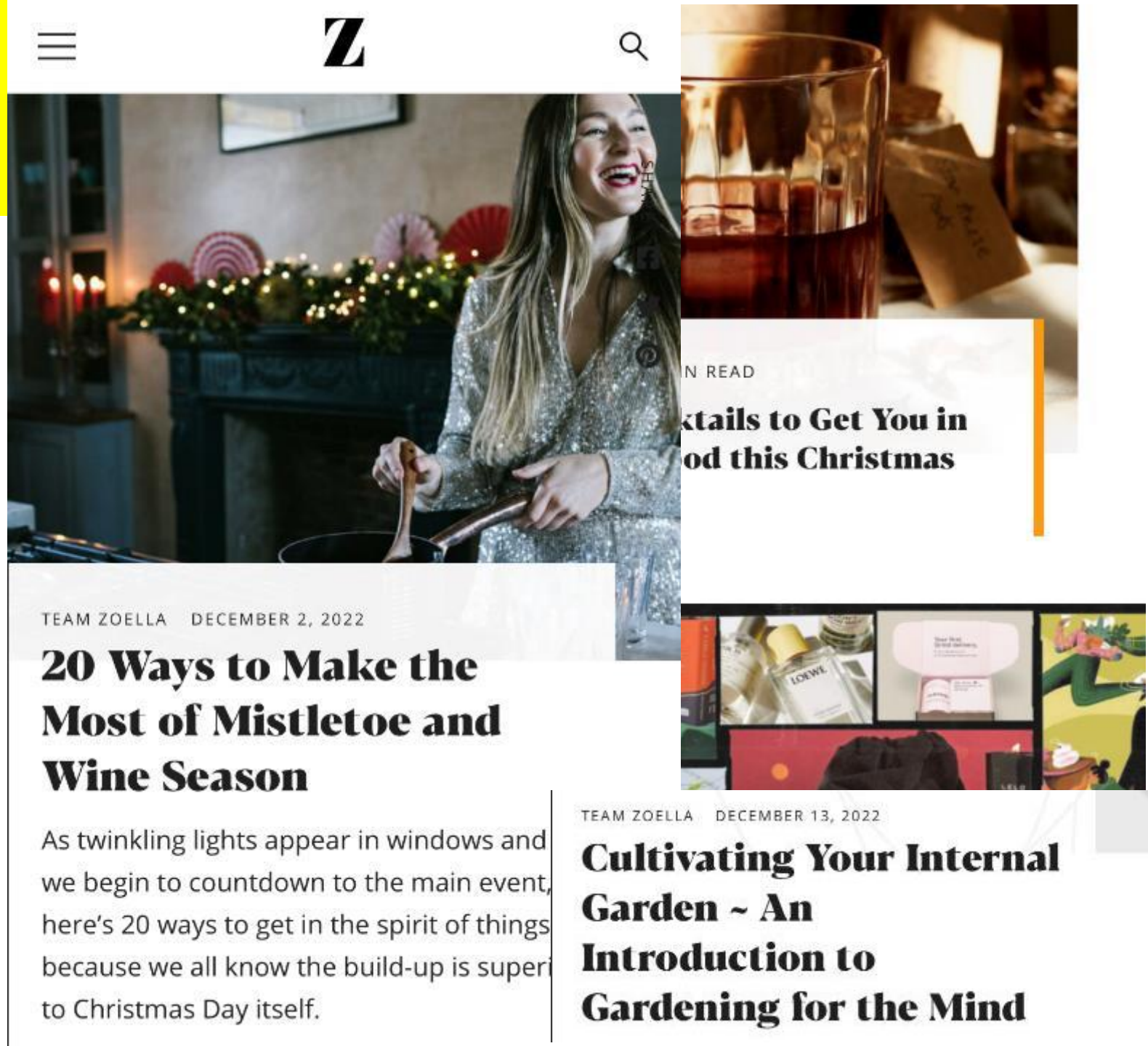
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TEAM ZOELLA DECEMBER 2, 2022

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TEAM ZOELLA DECEMBER 13, 2022

## Cultivating Your Internal Garden ~ An Introduction to Gardening for the Mind



# APPLY THE THEORY

## MEDIA LANGUAGE

LEVÍ-STRAUSS

BAUDRILLARD

NEALE

TODOROV

BARTHES



The screenshot shows a mobile interface for the ZOE LLA brand. At the top, there is a navigation bar with a hamburger menu icon, the 'ZOE LLA' logo, and a search icon. Below the navigation bar is a large image of a woman in a silver sequined dress smiling while cooking in a kitchen decorated for Christmas. To the right of this image is a smaller image of a glass of whiskey. Below the main image is a text overlay that reads 'IN READ' followed by the article title '20 Ways to Make the Most of Mistletoe and Wine Season'. Below the title is the author 'TEAM ZOELLA' and the date 'DECEMBER 2, 2022'. The main text of the article begins with 'As twinkling lights appear in windows and we begin to countdown to the main event, here's 20 ways to get in the spirit of things because we all know the build-up is super to Christmas Day itself.' To the right of the main text is a vertical strip of images, including a perfume bottle labeled 'LOEWE' and a person in a green outfit. Below the main text is another article preview for 'Cultivating Your Internal Garden ~ An Introduction to Gardening for the Mind' by 'TEAM ZOELLA' on 'DECEMBER 13, 2022'.

TEAM ZOELLA DECEMBER 2, 2022

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TEAM ZOELLA DECEMBER 13, 2022

## Cultivating Your Internal Garden ~ An Introduction to Gardening for the Mind

IVE THE LIFE YOU'VE  
ALWAYS DREAMED OF.  
BE FEARLESS IN THE  
FACE OF ADVERSITY.  
EVER STOP LEARNING.  
SE YOUR IMAGINATION

2 MONTHS AGO 8 MIN READ

## The Best Gift You Can Give Yourself This Year? An End of Year Review...

Reflecting on the year is a powerful way to understand the path of your life and if you are moving in circles. This allows you to find new and better ways over the usual pathways and take note of your wins and losses of your life.

READ MORE

# KEY THEORY

- **Baudrillard:**
- Baudrillard suggests the idea that in postmodern culture the boundaries between the 'real' world and the world of the media have collapsed and that it is no longer possible to distinguish between reality and simulation.
- *The lifestyle page of Zoella reflects topics that readers would be led to believe pertain to her lifestyle, hobbies and interests however much of the content has not been curated or written by herself but rather 'Team Zoella'. Readers are led to believe they are finding out about Zoe's gift suggestions and plans for Christmas but as the boundaries between the 'real' world and that of the media become collapsed, the accuracy of this may not be extremely clear.*
- **Levi-Strauss:**
- As stated in Levi-Strauss' Structuralism theory, meaning is dependent upon pairs of binary oppositions.
- *The content on the lifestyle page of the current Zoella website may lead readers to make comparisons between their life and the life of Zoe. The areas that readers may be led to make comparisons in include beauty, social life, self-care and finances. As readers may be positively influenced by the articles they encounter, it is unlikely that all will consider differences between the binary opposition of Zoella's life vs their own. Without realising it, visitors to this page are likely to hold Zoella's life on a pedestal with more ideological significance than their own and what they have achieved.*

# APPLY THE THEORY

## REPRESENTATION

GAUNTLETT HALL

VAN ZONEN

BUTLER BELL HOOKS  
GILROY



TEAM ZOELLA DECEMBER 2, 2022

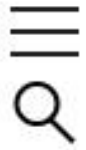
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# Z



STYLE BE

Lifestyle

GIVE THE LIFE YOU'VE ALWAYS DREAMED OF. BE FEARLESS IN THE FACE OF ADVERSITY. NEVER STOP LEARNING. USE YOUR IMAGINATION

2 MONTHS AGO 8 MIN READ

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READ MORE

# KEY THEORY

- **Butler:**
- Butler puts forward the idea that performativity is not a singular act, but a repetition and a ritual.
- *The lifestyle put forward from Zoella's current website appears to reflect repeated acts and areas of interest that are commonly associated with females. Many of the topics featured including beauty deals (for a good price) and 36 gifts for your "Beau" represent repeated patterns of female conformity. The main image in reference to the 'beauty deals' is of grooming products for women which fits the narrative and representation of women needing to be hair-free to be considered as feminine. Therefore, the lifestyle page of Zoella's website supports the concept of performativity being a ritual as opposed to a singular act.*
- **Gauntlett:**
- The idea that whilst in the past the media tended to convey singular, straightforward messages about gender, the media today offers a more diverse range of stars/icons to pick and mix different ideas
- *Gauntlett's ideas about identity are mainly reinforced on the lifestyle page. Different ideas are put forward for readers to pick and mix from in the form of women being feminine and needing to be cared for (Gardening for the Mind) but also responsible and independent enough to make financially literate decisions about their life (Bo\$\$ your Christmas budget).*



# **SEX AND HEALTH PAGE**

**Media Language and Representation**





NEW

POPULAR

2 MONTHS AGO 8 MIN READ

# The Lovehoney Christmas Gift Guide Your Horniest Friends Will Thank You For

Whether you're buying for the friend who's \*respectfully\* bored of flowers or the pal who's always up to no good (vibrating knickers, anyone?), there's something in the mix for all your muckers in our definitive Lovehoney Christmas gift...



## For The Friend Who's Bored of Flowers

Christmas foliage just not cutting it this year? Enter: Lovehoney Rose – aka the best bouquet she'll ever receive.

This *clitoral stimulator* has gone viral on TikTok for good reason. Cute to look at but powerful enough that you'll need to put a towel down, it really is the best of the bunch.

Boasting 10 suction modes, Pleasure Air Technology, a run time of 65 minutes and an easy to use two button interface, this humble (and entirely water-proof) petal certainly knows how to deliver a wildly good time. If that wasn't enough to pique your interest, the magnetic charger should do it. Battery-free bliss? Sign us up.

Top tip – use *water-based lube* for enhanced pleasure.



5 MONTHS AGO 21 MIN READ

## We Spoke to 7 Women Who Have Tried The Copper Coil

[READ MORE](#)

# TASK

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- Design
- Layout/Composition
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- Verbal Codes – *written/spoken word + lexis + mode of address + literary devices + typography*
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Sex and Health

NEW

POPULAR

2 MONTHS AGO 8 MIN READ

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IMAGE COURTESY OF ENJOY, ILLUSTRATED BY BEATRICE BIRINA

# 'Sex and Health Page' Analysis

*"Explain potential representations constructed through the use of media language in the product."*

## LIGHTING

High-key lighting connotes that the products promoted (mainly sex toys) are of good quality and a high standard. The use of high-key lighting also enables audiences to familiarise themselves fully with what the toys do and how they work as they can clearly see the items discussed and sold.

## PROPS

A vast array of sex toys are on display across the length of the Sex and Health page. The toys featured all appear to be appealing to women demonstrating that these articles are targeted solely for female readers.

## NVC/GESTURE CODES

A variety of images featured throughout the Sex and Health page portray women's partially nude bodies in suggestive poses but there are also images with ladies that are fully clothed as audiences are given a balance of sorts.

## COLOUR

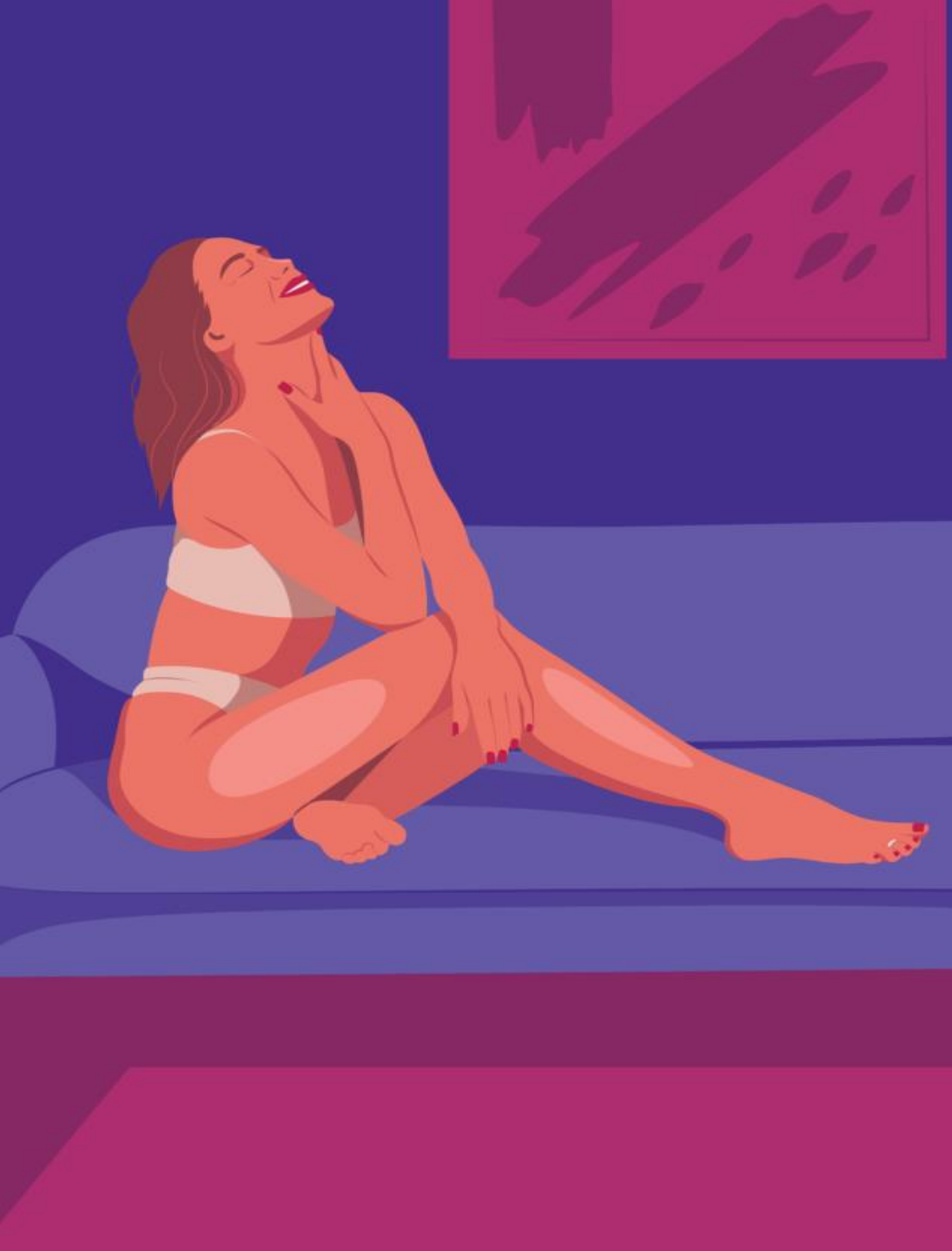
While most of the images are in full colour, some of the images are in black and white. The main images that are shown in black and white are of a sexual nature so the lack of colour helps these images to be received more positively as they appear classy and artistic.

## TYPOGRAPHY

All typography is informal, displaying a more mature feel and look to Zoella's image. The terms 'sexual', 'self-pleasure' and 'horniest' can all be seen throughout the page which makes it clear to audiences that the nature of the content of most of these articles. While this section of the website is titled 'Sex and Health', it is clear that the majority of content is definitely more targeted towards the sexual part of young women's lives.

## COMPOSITION

The very first feature article that audiences are presented with is focused on sex-related gift ideas for your friends, the shift to this page from the more modestly composed 'Books' page is quite a stark contrast and a direct binary opposition from the rest of the website.



# APPLY THE THEORY

## MEDIA LANGUAGE

LEVI-STRAUSS

BAUDRILLARD

NEALE

TODOROV

BARTHES



Z



### Sex and Health



POPULAR

2 MONTHS AGO 8 MIN READ

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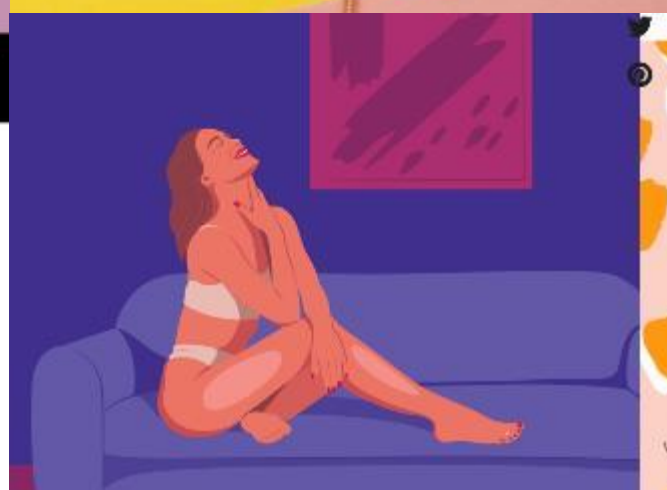


IMAGE COURTESY OF EMJOY, ILLUSTRATED BY BEATRICE BIRINA



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- **Barthes:**
- Barthes suggested the idea that signs can function at the level of denotation, the 'literal' or common-sense meaning of the sign, and at the level of connotation, the meanings associated with/suggested by the sign
- *While most of the images are in full colour, some of the images are in black and white. The main images that are shown in black and white are of a sexual nature so the lack of colour helps these images to be received more positively as they connote more class and artistic values. In this instance, the common sense meaning suggested by the content is that Zoella is overtly communicating her sexuality to her audience in the images of sex toys and women posing suggestively. However the meaning associated with the sign could be perceived as her shedding her old image and skin and growing with her audience.*
- **Levi-Strauss:**
- As stated in Levi-Strauss' Structuralism theory, meaning is dependent upon pairs of binary oppositions.
- *The Sex and Health page of the current Zoella website supports and reinforces Levi-Strauss' Structuralism theory as the very first feature article that audiences are presented with is focused on sex related gift ideas for your friends, the shift to this page from the more modestly composed 'Books' page is quite a stark contrast and a direct binary opposition from the rest of the website. The clear binary opposition created is modesty vs grandeur.*

**APPLY THE THEORY**

**REPRESENTATION**

**GAUNTLETT HALL**

**VAN ZONEN**

**BUTLER BELL HOOKS  
GILROY**



**Z**



**Sex and Health**



POPULAR

2 MONTHS AGO 8 MIN READ

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IMAGE COURTESY OF EMJOY, ILLUSTRATED BY BEATRICE BIRINA

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Sex and



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- **Hall:**
- The idea that stereotyping, as a form of representation, reduces people to a few simple characteristics or traits.
- *Stereotypes for the typical behaviours / traits of a woman have been overtly subverted on the Sex and Health page of Zoella's current website. While Zoe herself can be reduced to a few simple characteristics or traits based off of the content she has created on this page, the traits are not those commonly associated with women. The main representations we associate with the content on this page include women as liberated, sexually dominant and independent.*
- **Gauntlett:**
- The idea that whilst in the past the media tended to convey singular, straightforward messages about gender, the media today offers a more diverse range of stars/icons to pick and mix different ideas
- *The concept of the media once offering us singular, straightforward messages about gender but now providing a more diverse range of stars / icons is fully supported by the Sex and Health page on the current Zoella website. The different ideas available for readers to pick and mix from include women being granted more sexual agency and autonomy which is very different to how their sex lives have been referred to in the past.*



# YOUTUBE VLOGS

Media Language and Representation





# VIDEO TASK



*WATCH THE FOLLOWING ZOELLA VLOG – ‘DECORATING & POST-PARTEM WORK OUT’ 2022*  
*Analyse: Costume/Props + Setting/Location + Dialogue/Gestures + Camera Shots/Angles*



# DECORATING/PP WO 2022

## Costume/Props

Zoe's dressed style throughout this video can best be described as casual. Her costume varies from loose fitting t-shirts and jumpers to gym wear. Her casual approach to clothing indicates a change in her life as she enters the new phase of motherhood. Viewers may have the impression that while Zoe is still style conscious, she has new priorities.

However, Zoe does demonstrate her stylish flair when preparing for a workout as we see her wearing a fashionable Gym Shark top.

Zoe wears her hair down in a middle parting style throughout most of her video but changes to a more practical updo (messy bun) when decorating her office. The change in her style at this part in the video connotes her desire to take the decorating seriously.

## Setting/Location

Most of this video is set against the backdrop of Zoe's new office space

Zoe communicates to the viewer that she would like this space to "offer something a little different" with the décor as she opts for sofas and no desks.

Her approach to the décor of this room further demonstrates that she is indeed the boss and the one in charge, which subverts typical representations of women being weak and vulnerable.

We follow Zoe to more public spaces/settings as the video progress including on a run along a wooded path and a trip to B&Q. As Zoe attends these locations alone, this connotes she feels confident and independent in completing these errands/tasks by herself.

## Dialogue/Gestures

Zoe is seen talking with her employees in a friendly and playful mode of address. Their conversation and interactions connote Zoe's ability to lead to respect as her employees display mutual respect.

While on her solo run, Zoe is seen greeting someone off camera. As the recipient of her 'Good Morning' appears to be a member of the public, this connotes a sense of humility.

After returning from her run, Zoe lowers her voice as she acknowledges Alfie is doing an interview in the adjacent room. This exchange demonstrates the respect balance in their relationship.

When decorating the new space, Alfie holds the camera while observing Zoe painting. He swears when he makes a comment reflecting the pair moving away from their squeaky-clean image.

## Camera/Editing

The main editing techniques used in this video are long takes and straight cuts.

The prevalence of these techniques gives of a sense of verisimilitude as any dramatization is minimised for the finished video.

In parts non-diegetic music has been added over the video for the effect of keeping the attention of the audience during the more mundane sections.

Time lapses/elliptical editing can be seen in the video, one instance is during the decorating process. Using elliptical editing for this part of the video communicate to the audience that Zoe has spent a lot of time completing the task and suggest she did it primarily by herself.

# APPLY THE THEORY

## MEDIA LANGUAGE

LEVÍ-STRAUSS

BAUDRILLARD

NEALE

TODOROV

BARTHES



office decor & ne





# KEY THEORY

- Barthes:

- Roland Barthes' refers to the idea that signs can function at the level of denotation and connotation.
- *As Barthes suggests the idea that signs can function at the level of denotation and connotation, much can be read into the inferred meanings of Zoella's costumes throughout the video. Zoella is dressed style throughout this video can best be described as casual. Her costume varies from loose fitting t-shirts and jumpers to gym wear. Her casual approach to clothing indicates a change in her life as she enters the new phase of motherhood. Viewers may have the impression that while Zoella is still style conscious, she has new priorities.*

- Levi-Strauss:

- As stated in Levi-Strauss' Structuralism theory, meaning is dependent upon pairs of binary oppositions.
- *Referring to Levi-Strauss' binary opposites, we see an example of binary opposites in this video between Zoe vs Alfie. While the two are in a relationship, it is clear that they are both their own boss. This binary opposite is made more visible when Zoe is decorating the new office space and we hear Alfie's dialogue as he comes in and offers his support. The dynamic between the two is also evident when Zoella returns from her run and is conscious of speaking loudly as she is aware that Alfie is doing an interview (presumably for his brand) in the adjacent room.*

# APPLY THE THEORY

## REPRESENTATION

GAUNTLETT HALL

VAN ZONEN

BUTLER BELL HOOKS  
GILROY



office decor & ne





# KEY THEORY

- **Hall:**
- Hall puts forward the idea that stereotyping tends to occur where there are inequalities of power, as subordinate or excluded groups are constructed as different or 'other'.
- *In the office decorating video, we see Zoella mainly subvert stereotypes as she appears to regain her power. Zoe achieves this subversion by entering traditionally masculine spaces and by running a meeting with her employees. Her approach to the décor of this room further demonstrates that she is indeed the boss and the one in charge, which subverts typical representations of women being weak and vulnerable. We follow Zoella to more public spaces/settings as the video progress including on a run along a wooded path and a trip to B&Q. As Zoella attends these locations alone, this connotes she feels confident and independent in completing these errands/tasks by herself.*
- **Butler:**
- Butler refers to the idea that there is no gender identity behind the expressions of gender.
- *Butlers concept that there is no gender identity appears to be reinforced through this Zoe Sugg video as Zoe is seen doing more traditionally masculine activities such as hosting a meeting with her employees and doing DIY. However, Zoe does appear to succumb to an expression of gender when she allows her partner Alfie Deyes to step in and demonstrate how to correctly paint the wall. While Alfie does give Zoe back the brush, he doesn't do so before giving her some tips and wishing her "Good luck!"*



# VIDEO TASK



*WATCH THE FOLLOWING ZOELLA VLOG – ‘MAKING ROCKY ROAD WITH OTTIE’ 2023*

*Analyse: Costume/Props + Setting/Location + Dialogue/Gestures + Camera Shots/Angles*



# MAKING ROCKY ROAD 2023



## Costume/Props

A variety of costumes can be seen throughout the video. Zoe can be seen mainly wearing cosy knitwear as she completes various tasks and activities with her family. Her cosy clothes connote how she is comfortable with this stage of her life as she appears to have found peace. Her hair also appears to reflect her level of comfort as she wears it down in a middle parting with loose waves.

Zoe and Otilie play with a toy dolly that she has ordered from Ebay. The use of the doll demonstrates her motherly tendencies and desire to make her child happy.

In her wardrobe, Zoe can be seen promoting beauty products to her fans/ viewers as she explains the benefits of them. The inclusion of these products reminds the audience that Zoe is indeed a businesswoman.

## Setting/Location

Quite early in the video we see Zoe visit the park with her family. In this scene we see her family dynamic, especially with her daughter as Zoe and family play with the leaves this signifies the audience that she is 'one of us' and very relatable.

Back at home, Zoe takes us from the living area to her bedroom/wardrobe. Due to the placement of the camera, audiences can clearly see into the fully stocked, well organised wardrobe, connoting Zoe's amount of wealth and high level of status.

Her kitchen area is well decorated but does appear to be lived in, connoting that Zoe does use it often and is a 'true mother', as this cooking is a gender norm associated with motherhood.

## Dialogue/Gestures

At the start of the video Zoe comments through direct address about her child allowing her to feel herself as she has had more time to get ready.

As this occurs at the start of the video this signifies that motherhood is now at the forefront of her mind.

Zoe speaks to her daughter Otilie, highlighting that she is patient, caring and understanding all of which are stereotypical traits for mothers.

NVC is happy and joyful reflecting her enjoyment with her new role as a mother.

Any viewers that are mothers themselves may be able to relate to this portion of the video as they find the content relatable and maybe even nostalgic.

## Camera/Editing

A variety of camera techniques are used throughout the video to allow us to capture a true day in the life of Zoe and her family.

Medium close-ups, wide angles and wide angles appear to be the most common camera techniques used.

Most of the footage has been shot of a tripod or stand of some sort to give us the most stable view of Zoe's home life.

The use of a tripod also aids the process for Zoe as she can invite us into the life by featuring a lot of more in front of the camera.

While it may have been easier to use elliptical editing in the rocky road scene, Zoe has opted not to. By showing the process in real time, Zoe communicates the challenges she faces to her audience creating a sense of realism.

# APPLY THE THEORY

## MEDIA LANGUAGE

LEVÍ-STRAUSS

BAUDRILLARD

NEALE

TODOROV

BARTHES



e night & baking wit

# KEY THEORY

## date night &

- Barthes:
- Roland Barthes' refers to the idea that signs can function at the level of denotation and connotation.
- *Quite early in the video we see Zoe visit the park with her family. In this scene we see her family dynamic, especially with her daughter as Zoe and family play with the leaves this signifies the audience that she is 'one of us' and very relatable. Back at home, Zoe takes us from the living area to her bedroom/wardrobe. Due to the placement of the camera, audiences can clearly see into the fully stocked, well organised wardrobe connoting Zoe's amount of wealth and high level of status.*
- Levi-Strauss:
- As stated in Levi-Strauss' Structuralism theory, meaning is dependent upon pairs of binary oppositions.
- *As Levi-Strauss stated, meaning is dependent upon pairs of binary oppositions, one pair of oppositions in Zoella's Rocky Road video is professional vs personal life. Zoella can be seen sitting just outside her wardrobe which appears to be in her bedroom. While in her room, Zoe can be seen promoting beauty products to her fans/ viewers as she explains the benefits of them. The inclusion of these products reminds the audience that Zoe is indeed a businesswoman who has the privilege of combining her personal and professional life when convenient.*

**APPLY THE THEORY**

**REPRESENTATION**

**GAUNTLETT HALL**

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**the night & baking wit**



date night &

# KEY THEORY

- **Hall:**
- Hall puts forward the idea that stereotyping tends to occur where there are inequalities of power, as subordinate or excluded groups are constructed as different or 'other'.
- *At the start of the video Zoe comments through direct address about her child allowing her to feel herself as she has had more time to get ready. As this occurs at the start of the video this signifies that motherhood is now at the forefront of her mind. Zoe speaks to her daughter Otilie, highlighting that she is patient, caring and understanding all of which are stereotypical traits for mothers. These stereotypical traits that Zoe is seen to exhibit reinforces Hall's idea that stereotypes occur where there are inequalities of power as Zoe spends most of the video with her daughter while Alfie pops in and out.*
- **Butler:**
- Butler refers to the idea that there is no gender identity behind the expressions of gender.
- *While Butler refers to there being no gender identity behind expressions of gender, Zoe's behaviour in the Rocky Road video says otherwise. Her kitchen area is well decorated but does appear to be lived in connoting that Zoe does use it often and is a 'true mother', as this cooking is a gender norm associated with motherhood. Zoe also appears to be more at home in the kitchen and looking after her daughter than her long-term partner Alfie – which subverts the idea suggested by Butler.*

# EXTRA VIDEOS

## WATCH THE FIRST FIVE MINUTES OF THE FOLLOWING ZOE SUGG VLOGS (SORRY!!)

**V5: Finding A New "Normal" & Baking Banana Bread (2020)**

[https://www.youtube.com/watch?v=zR\\_lq6NZrt4](https://www.youtube.com/watch?v=zR_lq6NZrt4)

**V6: Mother & Daughter Workout (2020)**

<https://www.youtube.com/watch?v=0tTd5xaQQs0>

**V7: My First Trimester (2021)**

<https://www.youtube.com/watch?v=ZS1W60cZZbo>

**V8: Meet Otilie (2022)**

<https://www.youtube.com/watch?v=d6SauFiu26o>

- What do we notice that is **different/similar** about the videos?
- Is she an **authentic representative** of online media?
- Who might she **represent** and why?
- Analyse Zoe's **personality, tone of voice, use of language/lexis**
- How has she **changed over time?** (*Videos in release order*)
  
- **How do you think we are receiving this information as an audience?**





Silence  
is golden

## **5 MIN PLENARY TASK**

*Write a detailed paragraph summarising the use of Media Language and Representation on the new Zoe Sugg website.*

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

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