ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
In 2004, Dove, a Unilever company, launched their real beauty' campaige	1 1
designed to promote self-esteen and draw attention to toxic beauty standard	
Part of this compaign was a video advert, 'Onvlaught', which depicted	
the nogative impact of the beauty industry on young girls. A yew	
oy the brand "Barbie" released a	
similiar video advert intended to encourage young girls to pursue variour	
careers. Both adverts aimed to make money while empowering young girly,	
but ungortunately also contained negative, unintentional ingluences.	
Dove's 'Oaslaught' advert patwed	
part of the advert showed her at	
to see her at eye-level. The	
red hair and freckles, a happy	·

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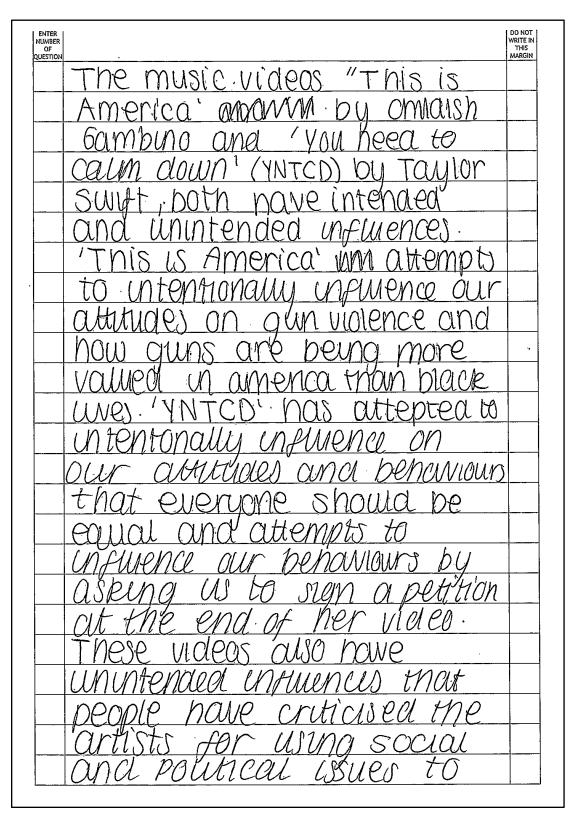
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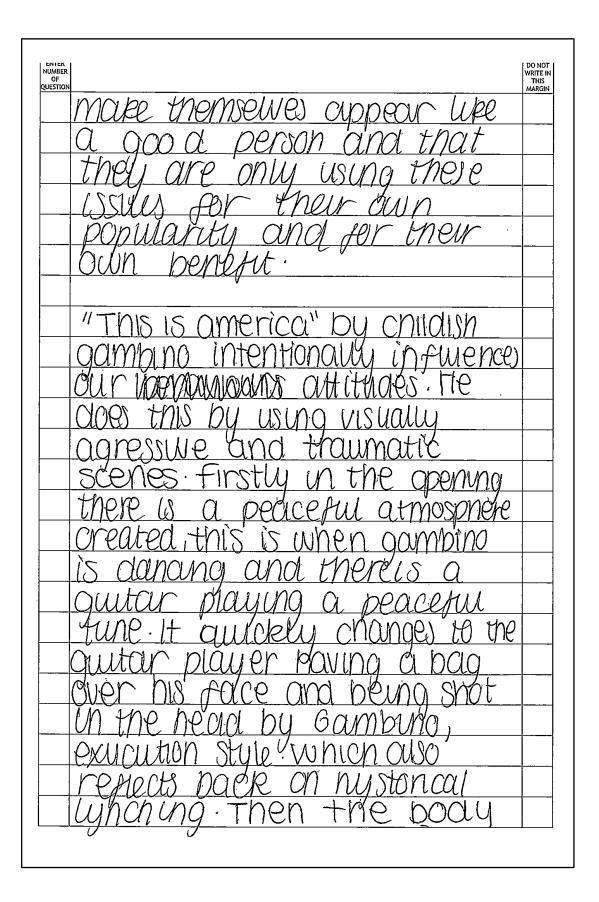
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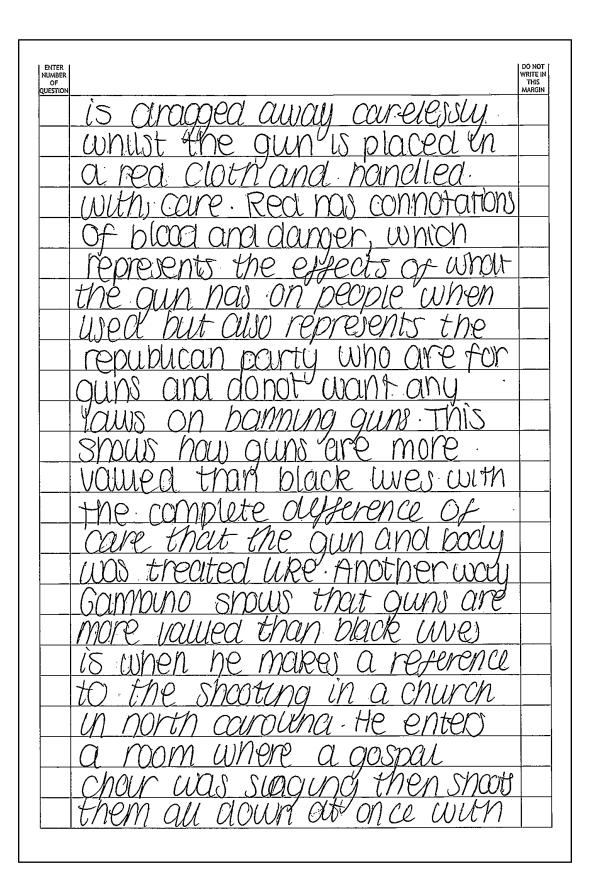
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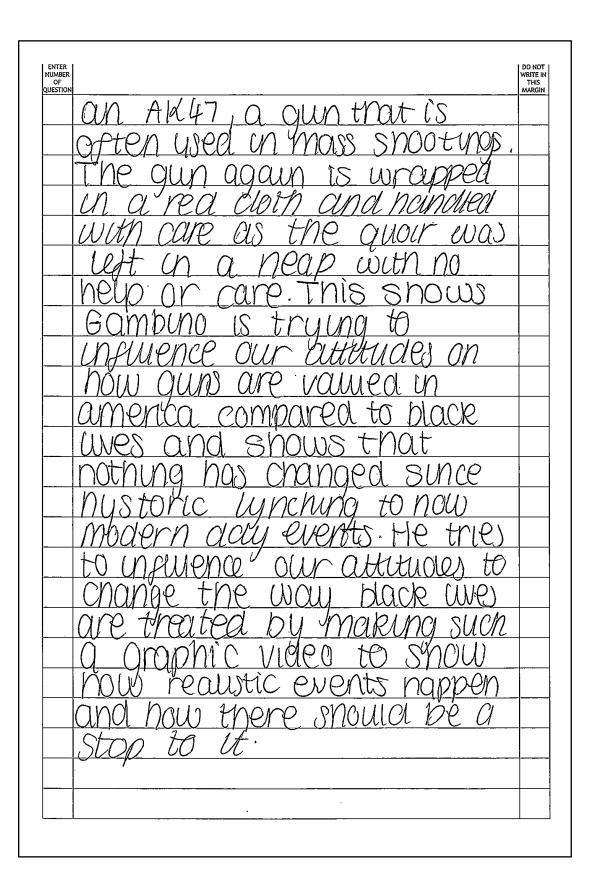
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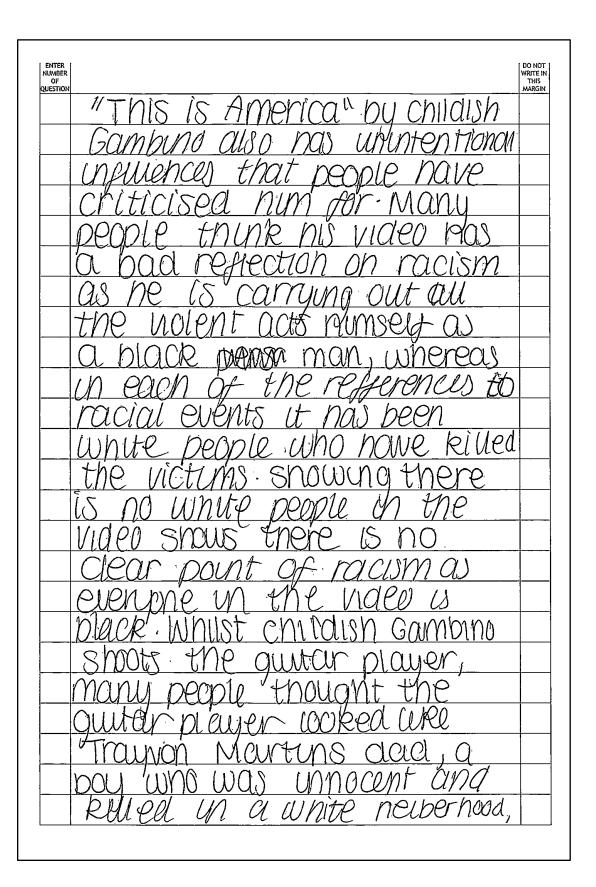
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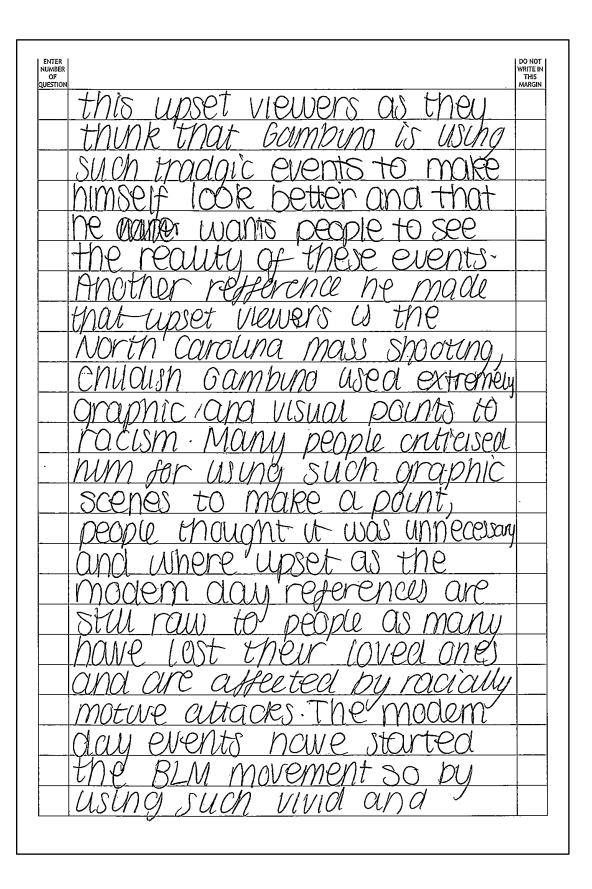




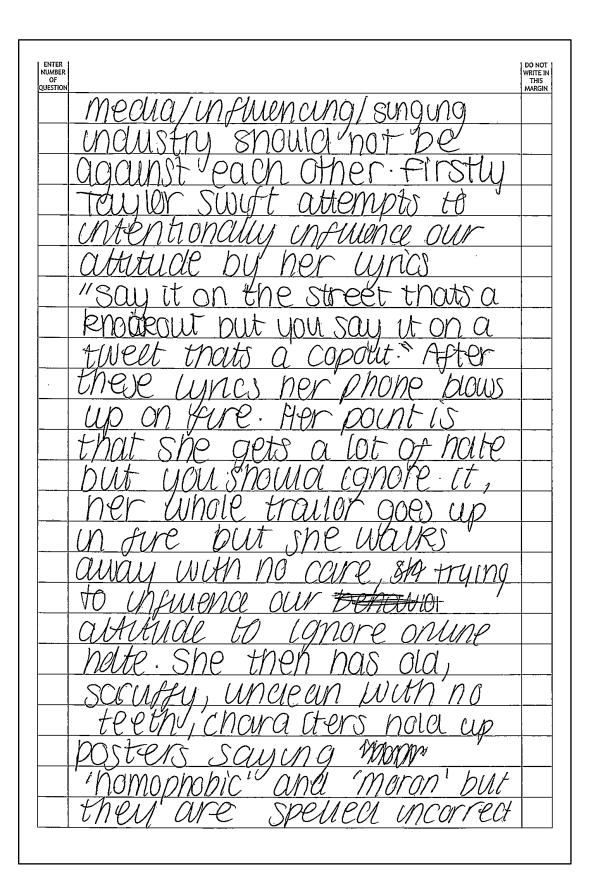


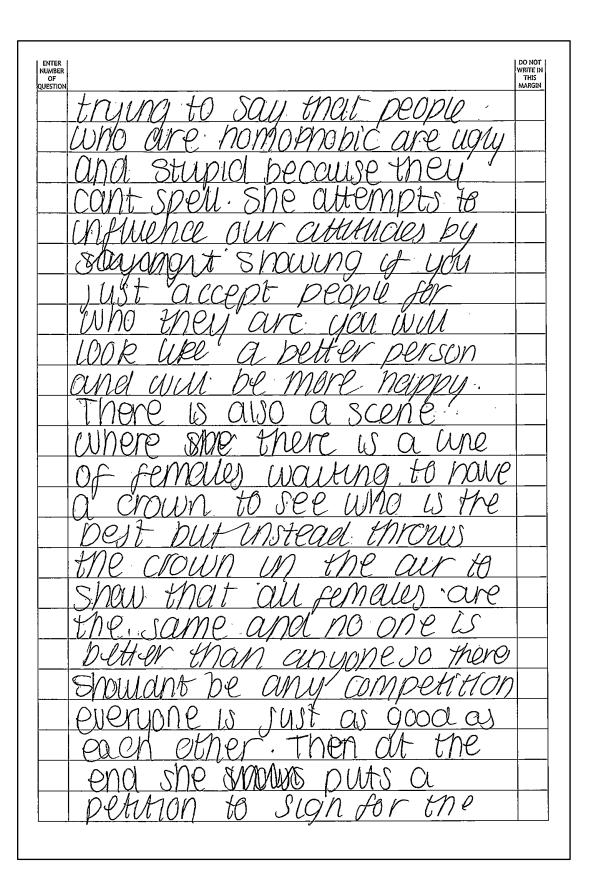


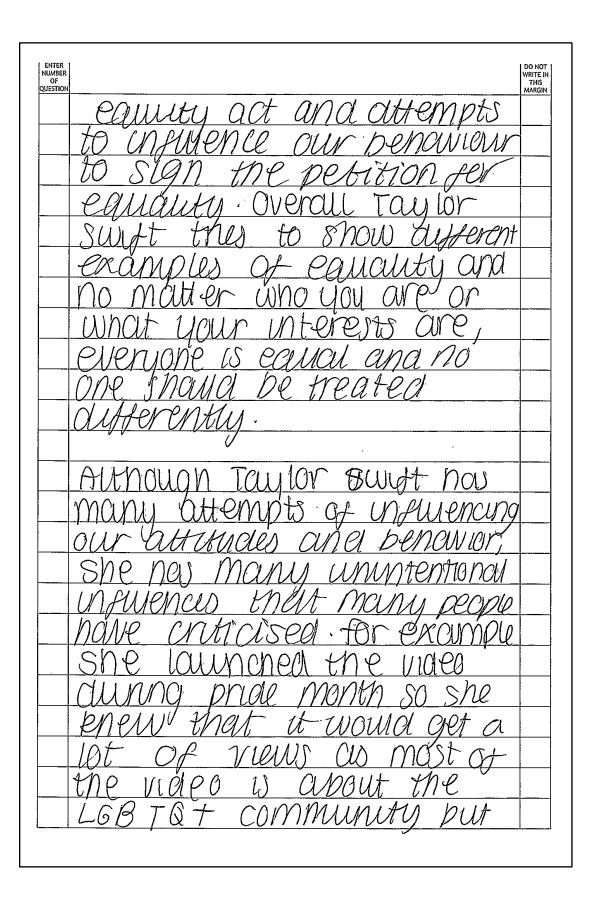


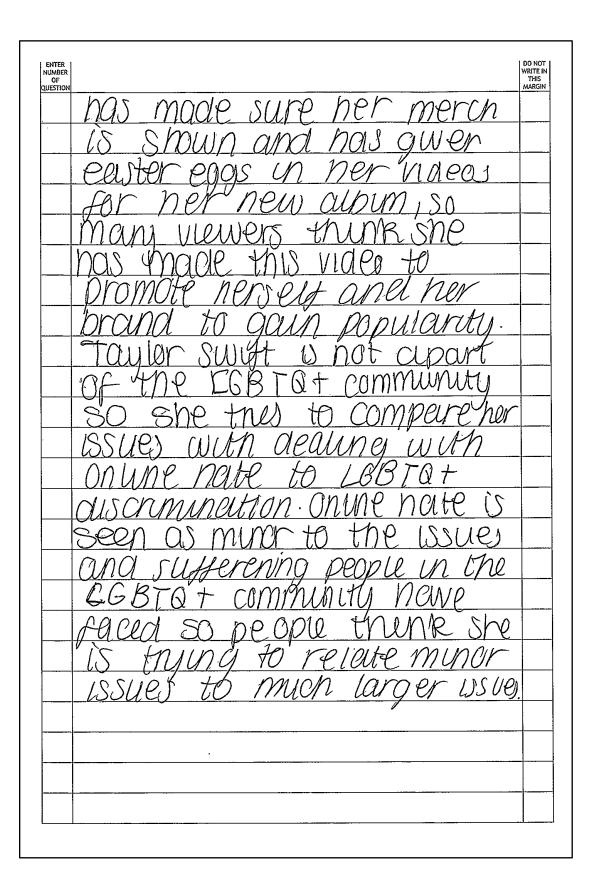


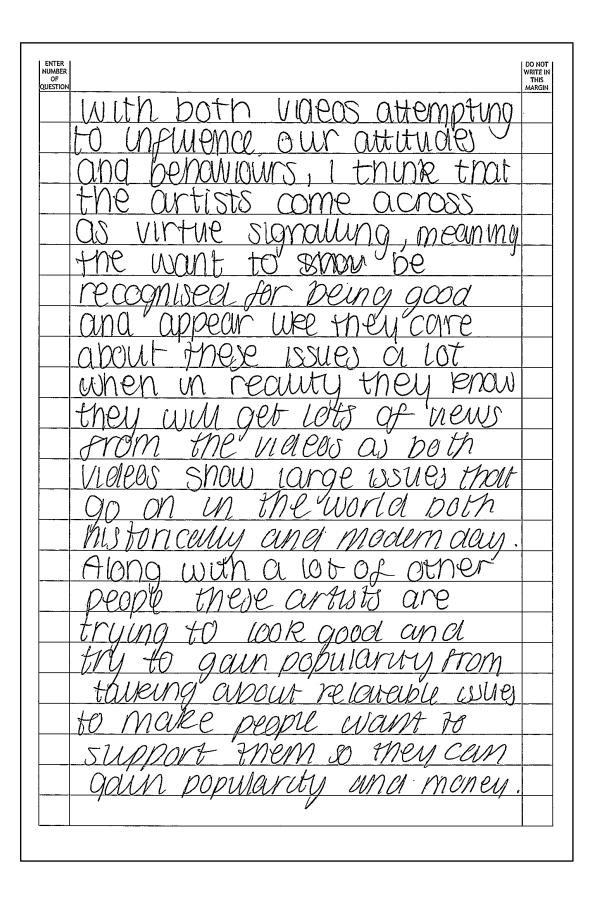
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ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
Music videos are one of the most consumed	
forms of media today. Videos will get	
Millions of views of popular signates sites	
like YouTube and thre are even	
entire TV chanels devoted to music	
videos such as MTV. Due to their	
popularity, music videos definitely have	
influence over Their audiences. A common_	
eriticism of music videos is the	
representation of women and the role	
they play within society. Whether	
tuse influences are intentional or	
unintentional, they still shape and	
influence the way society views nomen.	
Some of the music videas that I have	
studied seemin to set out in order	
to challenge gender stereotypes and	
the way that women are percieved	
with Society. For example, in	
Beyoncés 'if I were a boy' the main	
<u>character is a female who plays the</u>	
role of a police officer. Jobs	
Such as a police officer are genually	Í

ENTER NUMBER OF QUESTION DO NÓT WRITE IN THIS MARGIN man's Job' due to the viewed MA physically demanding and dangerous one etace nature Ó In particular 206 . <u>tu</u> <u>Scene</u> police officer is Seen Ca violent out а a struggling ourvest 07 She overpowers him criminal. male bonnet of slams him onto th and ìs That Cor Key message 71 ĴS. whatever women ran <u>do</u> Men can Scene police of n other the female icer Seen a male 15 mentoring rookie ottices shooting range. She goel from and puts her hands over behind him hands to teach him how to shoot pose that will THE AL 7 recogn roma tom Many 1500 ATIC <u>except</u> vsually the male Position ominant 74 Video reversed S role ro see α in anotur Scene \mathcal{O} \mathcal{M}^a Secretary or a tema were a boy Beyonce. S Ċ That AK Seti 207 positively an intentiona

DO NOT WRITE IN THIS MARGIN ENTER NUMBER OF QUESTION influence Societies views on what by placing women CON na dO authoriati Them powerful roles. Jessie J's Doit like a dude In_ <u>'emale</u> _all_ Music video we see an dancing and mimicking men <u>Cast</u> he women are seen to TING like ridicuting The men and dude. it like a 'do hence <u>yrics</u> The behavioron negative male take on her Such grabbing -orel Their crotch 0.5 Space, physical each other Invading ession, drilking, Smoking and <u>qa</u> ore. mbling her pictured SITTING or <u>Couch</u> ,Smoking masturbating. are ridiculin they and behavior Their ln another nen 'dudes' ØF-Th Scene see Some piq ote ating Anor provocative Manner. the cast is extremely Un That 24 no bodill diversity which is teaching The pot * younger * audience That all worken look like that.

ENTER NUMBER OF QUESTION DO NOT WRITE IN THIS MARGIN final music video studied th n tound ouch Little mix by tu ti to nane most negative representations 0women girls Seen be neing ۵ +0 over and objectif provocative In pictured manner ner ore Wea MAG revealing clothes that Venu <u>L00 k</u> like Tigh-hig. ingene and 6001 her are <u>a</u>a ncina positions men sex acting 0 hete 100King Seem 70 men Theyre Diece ð like C Them objects VIEWING Them eat α m also rere rumoun arculating ere eaa n olesse nO ina \cap nad been violeo Tha π CCUIS tions -to make editeo herself look slimmer S true then rumour < could potential video MUTIC Veri damaging porticalorly rls younger Q <u>ittle</u> Ŷ what lis Consist iS ぶ sase 05 14 Λ Uninfentionally influencing and

ENTER NUMBER OF QUESTION DO NOT WRITE IN THIS MARGIN promoting diet culture and teaching this is how oirls Outra that The TUnk Should Touch OOK. That the iS MIX potentially influence ъ the way amaping Veri а Societ Views that treats wome and In conclusion, 1 tunk that mutic whole can definitely Videos M α aspect <u>requirding</u> Some DOSITIVE Conru placing them in empowenna women by PON rol and influencing be haviours ier and attitudes SOC. men tun Society Toward Honever There iS rommon evidence amongst all th music videos have studied δ over sexualisation and objectification <u>of</u> momen, mastly their revealing clothing Stemming from provocative dancing believe mutic videos could 日 That corry entirely and DOJILI representpresent ations Women bur only are treated VIENed and Pedole

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Media content has long been recognised to have a considerable impact upon the society which consumes it, be it intentional or unintentional. Messages found within can often influence the thoughts, feelings and desires of an everyday population, for the better or for worse. A specific example of highly influential pieces of media are music videos. These works can often evoke strong emotion, be it joy, sadness, anger, guilt, disgust or a wide range of other feelings. In particular, works of media has often been found to be key in how people, especially young women, view their own body image and societal beauty standards at large. Three such videos which are opposite in both influence and intent are the music videos for "...Baby One More Time" by Britney Spears, "Pretty Hurts" by Beyonce and "All About That Bass" by Megan Trainor.

"...Baby One More Time" follows pop princess Britney Spears in a school environment as she dances. and sings with glee whilst lamenting the loss of her first love. Overall, whilst intended to be a fun, peppy video to accommodate a bubblegum pop anthem, the music video unintentionally but severely negatively impacts the demographic it caters towards. Once such example of this is her general mise-en-scene throughout the video. Britney dons a sexy schoolgirl uniform, with a short skirt, cropped shirt and knee high socks. She wears heavy makeup and her hair is tied in braids with pink accessories. It is important to recognise that at the time this video was made, Britney sixteen years old. This portrayal of a teenager as a mature and sexy individual can be hingly damaging for young viewers to be exposed to. This is because they may compare themselves to the feminine ideal which Britney upholds and believe that if they do not exactly match up to this standard, they are inferior and ugly. It is also worth noting that Britney Spears is a slim woman and her schoolgirl uniform only further executated her athletic physique. This is another aspect of the video which young girls may compare themselves to, and use it as further societal evidence that skinny means pretty, with no exceptions. This means that if they do not consider themselves slim enough, they may begin to feel deeply dangerous thoughts about themselves that could lead to behaviours such as self harm or eating disorders and worsen conditions such as body dysmorphia. Further negative unintentional examples which may influence young girls are the dance sequences where Britney hangs out and performs with an abundance of friends. This may make a young person feel insecure if they do not have as many friends as Britney, and therefore feel that they hold a lesser value or are not as interesting as her. This negative self doubt may harmfully impact the teenage psyche and cause developmental and social problems down the line. Another aspect of the video which could harm a young mind is the seductive mannerisms which Britney adopts, singing sensually to the camera on numerous occasions. This may encourage people her age who may have not yet grown confident with their emerging sexuality to feel insecure and babyish because they do not feel as naturally sexy as Britney.

The video for "Pretty Hurts" is vastly different in its message and execution. It follows Beyonce involved within a beauty pageant as she struggles with her own self worth and the toxic community which surrounds her. By portraying the brutal reality of societal beauty standards, the video intentionally and positively influences the demographic who views it, condemning these medieval practices and calling for cultural changes to be made. One aspect of the video which positively influences the public is the clip showing Beyonce being weighed, inspected and criticised by a male memer of the pageant team. This has a positive impact as it brings to light the extent of the judgement which women can feel if there bodies are not perfect and how they can turn to destructive behaviours in order to be viewed beautiful by a society at large. It is also significant that a male is the one who subjects Beyonce to this treatment, as the attitudes which oppress women and make them feel negatively regarding their bodies can be linked back to patriarchal structures enforced by modern men. By showing this harsh scrunity, Beyonce is scorning the treatment that she and many other women receive, and preach self love and acceptance. Another example of the "Pretty Hurts" music video having a positive impact is it showing Beyonce making herself sick after eating food so she does not put on any weight. This creates a positive impact as it shows the damaging impact which enforcing beauty standards can create and by showing such an uncomfortable visual it forces the viewer to recognise the brutality with which women are treated and then thereby conditioned to treat themselves. It also positively highlights the many patterns of disordered eating that can span from body image issues such as anorexia and bullimia, as it recognises the grim reality of the situation and preaches solidarity to those who are struggling and need help. Another disturbing visual which creates a similar effect is the shot of a model eating cotton balls so that she is full and does not eat. This upsetting example does help to intentionally positively impact society as it highlights how far beauty standards have gone to become and toxic and gruelling example for women to hold themselves to, and that can have serious consequences when internalised. The horror of the visual also evokes strong emotion within those watching, and clues them in as to how dark and disturbing the world of beauty standards can be and the severe impact they can have. However, despite Beyonce's video being filled with moving and realistic examples of the dangerous ramifications of toxic beauty standards, some have branded her hypocritical and out of touch because she is regarded as one of the most beautiful women in the world. This misguided criticims fails to understand that it does not matter how attractice a woman such as Beyonce is deemed, she can still find insecurities and doubt within herself as a direct result of messages relayed to her by societal contructs, and so she can relate to the message of her music video as much as any other woman can, no matter how beautiful she is.

The "All About That Bass" video intentionally positively influences a demographic, but in a polar opposite way to "Pretty Hurts." The video follows Megan, a mid/plus size woman, dancing with her friends whilst singing about self love and belief. One positive example which intentionally impacts its demographic is her message about love and romance. Megan dismantles the stigma surrounding plus size dating, and portrays herself having a tea party with an attractive male. This creates the message that people are worthy of love and passion no matter their size and that self love is the first step to finding romance with others. This means that people more likely to feel empowered in themselves and able to attract a partner depsite negative self doubt. Another example of her intentional and positive impact upon a demographic is her dancing and laughing her friends. This creates a polar opposite influence to brotney doing a similar thing, as her friends are of a larger size and are able to freely express themselves and their bodies without being made to feel shame or scorn for not being skinny. This message of body positivity has a positive impact as it means people feel safer to accept who they are without fear of rejection or judgement. Critics have subjected this video to scorn, saying that the video is critical of skinny people and is therefore hypocritical in nature. Whilst it could be said that some lyrics are needlessly defensive towards thin individuals, the point of the video is to positively impact those of a larger size and make them feel seen and comfortable, and not to put down or criticise thinner individuals.

In conclusion, all media content has the potential to influence a perceived demographic whether they intend to or not. Britney Spear's music video is designed to be a marketing of her brand and image but could inspires serious and dangerous behaviours in young people because of how the star is portrayed within the video. This may be an unintentional influence of the piece but it is negative nonetheless and has the potential to actively harm individuals. The "Pretty Hurts" music vido is direct in its purpose to deconstuct these broken messages of beauty and intentionally condemns their practice as impossible and unfair. This therefore has a positive impact as it means others can feel understood and seen in their issues with self acceptance. The "AATB" video positively impacts its demographic as it champions body positivity and self acceptance, meaning that people are more likely to dismantle their negative self esteem and recognise the contradictory and harmful societal beauty standards. Overall, media content has a great potential for good within society, as it can evoke emotion and move an audience like no other thing can. However, if misused the form has great potential for damage and destruction and can influence an audience to feel overwhelming negative emotions like doubt, sadness or guilt without ever meaning. Therefore, it is important to consider the potential consequences that a piece of media content can have before release, so more damage is not done and society can learn to dismantle its broken ideal of "beautiful."