

Candidate 1 evidence

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	<p>In 2004, Dove, a Unilever company, launched their 'real beauty' campaign, designed to promote self-esteem and draw attention to toxic beauty standards. Part of this campaign was a video advert, 'Onslaught', which depicted the negative impact of the beauty industry on young girls. A few years later, Mattel, the owner of the brand 'Barbie' released a similar video advert intended to encourage young girls to pursue various careers. Both adverts aimed to make money while empowering young girls, but unfortunately also contained negative, unintentional influences.</p> <p>Dove's 'Onslaught' advert featured a young pre-teen girl. The first part of the advert showed her at a close-up angle, allowing us to see her at eye-level. The girl was naturally beautiful, with red hair and freckles, a happy</p>

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	<p>expression, and wide, innocent eyes. She looked kind and vulnerable, and the advert was made through her point of view. The advert then showed a series of beauty adverts, hurtling towards the camera as if we were walking down the street and seeing the world through the little girl's eyes. The adverts depicted makeup and hair products and featured thin, photoshopped women, all moving towards the camera in a relentless, violent flood of images. More adverts featured weight loss products, skin products, all things designed to modify women's bodies. Clips were then shown of women eating less and dieting strictly, losing weight to an unhealthy point, developing eating disorders, taking pills, throwing up into toilets and standing anxiously on scales. It then got even more extreme, showing women undergoing</p>

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cosmetic surgery, having their faces and stomach and breasts cut into, accompanied ~~with~~ by grotesque squelching noises from the medical tools. The images got increasingly faster as they went on, creating a frantic, relentless feel for the viewer. The advert ends with the same little girl calmly walking to school with her friends, and the tagline 'talk to your daughter before the beauty industry does'. 'Onslaught' intended make parents, especially mothers, see how toxic and unhealthy the beauty industry is, and choose to invest in Dove's 'real beauty' campaign to protect their daughters from eating disorders, surgeries and insecurities as seen in the advert. However, some unintentional influences came across when viewing the advert. Firstly, the advert accidentally discredits Dove. With

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	<p>The advert begins with a university lecture hall filling up with students, many of whom are women. Their professor enters the room, and to everyone's surprise, she is a little girl. This theme continues, showing girls under the age of 10 doing careers the audience would not expect, such as: a football coach, a vet, a museum tourguide, a CEO. This provides many funny moments for the audience, as the girls say things like 'knees up, like a unicorn' (the coach), and 'I bought that new business I wanted' (the CEO).</p> <p>The advert ends, revealing the girls are in fact just playing with Barbie dolls and imagining these scenarios in their heads.</p> <p>This appeals greatly to parents, especially mothers, as it advertises Barbies as dolls that will inspire</p>

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	<p>their daughters to take on successful careers such as doctors and businesswomen. It also appeals to this audience as it shows children pretending to be grown-ups, which is something they find very funny. However, the advert carries some unintentional influences. The footage shows young girls pretending to have important careers and saying childish things that make the adults around them laugh. For example, the little vet girl examining a cat: 'Can he fly?' This may come across as demeaning as it portrays young girls as silly and unintelligent, with people laughing at them. Also, the advert contains no the little boys. As such, the company could be accused of being misandrist/sexist by insinuating that girls have more extensive potential than boys do. Finally, none of the girls are</p>	

Candidate 2 evidence

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	<p>The music videos "This is America" and by Cardi B and Lil Nas X and 'You need to calm down' (YNTCD) by Taylor Swift, both have intended and unintended influences.</p> <p>'This is America' is attempts to intentionally influence our attitudes on gun violence and how guns are being more valued in America than black lives. 'YNTCD' has attempted to intentionally influence on our attitudes and behaviours that everyone should be equal and attempts to influence our behaviours by asking us to sign a petition at the end of her video.</p> <p>These videos also have unintended influences that people have criticised the artists for using social and political issues to</p>

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make themselves appear like a good person and that they are only using these issues for their own popularity and for their own benefit.

"This is America" by Childish Gambino intentionally influences our ~~viewpoints~~ attitudes. He does this by using visually aggressive and traumatic scenes. Firstly in the opening there is a peaceful atmosphere created, this is when Gambino is dancing and there is a guitar playing a peaceful tune. It quickly changes to the guitar player having a bag over his face and being shot in the head by Gambino, "execution style" which also reflects back on historical lynching. Then the body

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	<p>an AK47, a gun that is often used in mass shootings. The gun again is wrapped in a red cloth and handled with care as the quoir was left in a heap with no help or care. This shows Gambino is trying to influence our attitudes on how guns are valued in america compared to black lives and shows that nothing has changed since historic lynching to now modern day events. He tries to influence our attitudes to change the way black lives are treated by making such a graphic video to show how realistic events happen and how there should be a stop to it.</p>

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<p>this upset viewers as they think that Gambino is using such tragic events to make himself look better and that he wants wants people to see the reality of these events. Another reference he made that upset viewers is the North Carolina mass shooting, childish Gambino used extremely graphic and visual points to racism. Many people criticised him for using such graphic scenes to make a point, people thought it was unnecessary and were upset as the modern day references are still raw to people as many have lost their loved ones and are affected by racially motivated attacks. The modern day events have started the BLM movement so by using such vivid and</p>	

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	<p>violent scenes can be upsetting for those in the black community. He has unintentionally influenced these opinions as he wanted to make a point about how guns are more valued than black lives but instead has upset many people in the black community.</p>
	<p>"YNTCD" by Taylor Swift has intentionally attempted to intentionally influence or attitudes and behaviours to believe everyone should be equal. She makes 3 points in her video on equality, online hate should be stopped and ignored, people in the LGBTQ+ community should be just as equal as people who aren't apart of it and that women in the</p>

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	media/influencing/sungung industry should not be against each other. firstly Taylor Swift attempts to intentionally influence our attitude by her lyrics "say it on the street thats a knockout but you say it on a tweet thats a copout." After these lyrics her phone blows up on fire. Her point is that she gets a lot of hate but you should ignore it, her whole trailer goes up in fire but she walks away with no care, she trying to influence our behavior attitude to ignore online hate. She then has old, scruffy, unclean with no teeth, characters hold up posters saying mom 'homophobic' and 'moron' but they are spelled incorrect

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	<p>equity act and attempts to influence our behaviour to sign the petition for equality. Overall Taylor Swift tries to show different examples of equality and no matter who you are or what your interests are, everyone is equal and no one should be treated differently.</p>
	<p>Although Taylor Swift has many attempts of influencing our attitudes and behaviour, she has many unintentional influences that many people have criticised. For example she launched the video during pride month so she knew that it would get a lot of views as most of the video is about the LGBTQ+ community but</p>

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	<p>With both videos attempting to influence our attitudes and behaviours, I think that the artists come across as virtue signalling, meaning they want to show be recognised for being good and appear like they care about these issues a lot when in reality they know they will get lots of views from the videos as both videos show large issues that go on in the world both historically and modern day. Along with a lot of other people these artists are trying to look good and try to gain popularity from talking about relatable issues to make people want to support them so they can gain popularity and money.</p>

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influence societies' views on what women can and can't do by placing them in powerful and authoritative roles.

In Jessie J's 'Do it like a dude' music video we see an all female cast dancing and mimicking men. The women are seen to be acting like men and ridiculing them, hence the lyrics 'do it like a dude'. They take on negative male behavioural roles such as grabbing their crotch, invading each others' space, physical aggression, drinking, smoking and gambling. They are pictured sitting on a ~~couch~~ couch, smoking cigars and masturbating. They are ridiculing men for their behaviour. In another scene, we see one of the 'dudes' grotesquely eating some pig trotters in a provocative manner. Another thing is that all of the cast is extremely thin, there is no body diversity which is teaching the potentially *younger* audience that all women look like that.

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and not objects.	

Candidate 4 evidence

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. One 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 highly 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 accentuated 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 member of the pageant team. This has a positive impact as it brings to light the extent of the judgement which women can feel if their 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 scrutiny, 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 bulimia, 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 criticism fails to understand that it does not matter how attractive 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 constructs, 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 despite 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 Britney 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 inspire 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 video is

direct in its purpose to deconstruct 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."