**Who Run the World? An analysis - Example**

The main image is of Zoella sitting in a café, looking out of the window. The mise-en-scène is constructed to be both relatable and aspirational as the café is decorated in muted, neutral tones and is situated in a narrow, pedestrianised street. Zoella is sitting on a leather sofa wearing a yellow jumper and denim jacket. Her hair is loosely tied away from her face, she is wearing glasses and laughing. This constructs an image of relaxed openness, connoting that Zoella is an ‘ordinary’ young woman, and a role-model to her followers (to whom she may appear as a friend or ‘big sister’).

The post begins ‘GIRLS’, clearly directly addressing her target demographic. It was written for International Women’s Day and states that ‘we should uplift, empower, encourage and support our fellow females, which is exactly what I’m here to do today.’ She goes on to pay tribute to the women who have inspired her – including her Mum and friends, celebrities (e.g. Davina McCall and Adele) and her own followers. The tone is ‘chatty’ and informal, using colloquial language (e.g. ‘bashed’) and multiple exclamation marks. She adopts a direct mode of address, and creates a sense of shared experience with her followers, connoting a two-way, interactive relationship ‘It’s such a special thing that whilst you are learning about me and my life, I can also learn a lot from you too just by reading your comments and tweets.’

The comments from followers reflect an almost exclusively preferred reading of the post, responding positively, agreeing with her ideas and sharing their own examples of inspirational females. These comments tend to address Zoella directly as ‘Zoe’ and repeatedly state that she is an ‘inspiration’. Some refer to her as a ‘friend’, so there is a clear sense of personal identification here. Many are young girls (pre-secondary school age) and some share very personal stories about loneliness and anxiety. There is a sense of community here, her followers are ‘fans’ but feel as though they know her personally through her posts and their ability to interact on the site.

The International Women’s Day post can be seen to celebrate and empower women, is written by a highly successful young woman who communicates a very positive message about the importance of women as inspiration and support for other women. It is not overtly feminist and, seen in the context of the site as a whole, it could be argued that Zoella’s blog upholds narrow and stereotypical notions of femininity (related to cooking, beauty, fashion etc.) found in many women’s lifestyle magazines.

Menu bar

The ways in which she has ‘how to’ sections reinforces a sense of the ‘life manual’, and assumes that her followers are interested in these topics. There is plentiful reference to her relationship with Alfie Deyes (e.g. in the Valentines’ Day post), again assuming that her followers are interested in this personal information and reinforcing dominant values surrounding romance and relationships. Zoella and Alfie Deyes also create videos together as ‘Zalfie’ (many of which feature them playing Sims which is an interesting area to explore in terms of postmodernism) and there is a large amount of fan fiction created about the pair, reflecting an active/ interactive audience.