Knowledge Organiser for: **This Girl Can** **2016**

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| **Production Context**  Developed by Sport England. Funded by Lotto. Purpose was to break down the key barrier that stopped women from doing sport (fear of being judged). Wanted to celebrate active women. Included TV adverts as well | **The Target Audience:**  Females aged 24-40. This group were identified as least likely to take part in sport for fear of being judged because of their appearance.  Appeal – young woman as the model, appearance, not a celebrity, she is clearly enjoying being activity, group working out together, bright colours, positive slogan (fox),  Use of hashtag = appeal to modern audience, way to get info, create social cohesion by bring people together | | **Messages and Values**  Key message is that women should be proud of what they look like and therefore not be afraid of being judged when doing sport or physical activity.  Values woman not based on looks (she does not look typical), instead the value is not being healthy and happy.  Brand name/Identity - ‘This girl can’ suggests that anyone can get active. |
| **Social/ Cultural Context**  Research showed that there was a massive gender gap in participation. As a result of the campaign 1.6m got involved. Numbers of women joining teams is now increasing faster then men. Nike copied this idea. | **Media Language**  **Technical Codes Visual Codes Written Codes**  Mid shot =focus on action (enjoying it) Costume – ordinary = anyone can do this, bright Mantra – made up of two similes, turning a  Central Image – centre= important = eye-catching, not stereotypical negative into a positive -change attitude about  Logos at the top/small = less important Hair/Make up – messy = she does not care sportSimile 1–sweating like a pig = unladylike.  Slogan – Large/ central in front of image) Body Language – full movement/ enjoying it Simile 2- feeling like a fox=sexy dong exercise.  = very important (covers the woman) Facial Expressions – eyes closed/ singing, happy Language =Informal simple but positive.  No Photoshop = looks are not important Colour – red (passion/happy), text is white = Typography bold, unusual font. “GIRL” = wide  Colour Palette – bright and eye catching stands out appeal. #thisgirlcan – encourages involvement | | |
| Historical/Political Context  The campaign was run by ‘Sport England’ who are a government organisation. There is no commercial aspect to the campaign – they were not aiming to make money. | Representation  Challenging dominant ideology that women can’t do sport by portraying physical activity for women in an extremely positive way.  Counter-stereotype – She is enjoying sport, doesn’t care about being judged on how she looks, she is not weak or unsuccessful at sport. She is independent, confident and happy (body language and facial expression)  Aspirational role model – she is not a famous sports person, shows that anyone can do this  Focusing on what ‘real’ women –no airbrushing, photoshoping, no glossy not perfect but happy. Other adverts don’t do this  ‘Girl’ use to represent all women but some women may not like this word as it has negative connotation (childish, silly, too young) | | |
| Key Terms and conventions  Copy, Slogan, Logo, Central Image, Typography, Brand Identity, Propp, Rule of Thirds, Mantra, Protagonist, Dominant Ideology, Stereotype, Counter-Stereotype, Hashtag, Social Cohesion, Enigma Code, Use and Gratification Theory, Personal Identity, The Male Gaze (Laura Mulvey), objectify/ objectification | | Link to Theorists and theories  Propp - Dominance of image suggests she is the ‘protagonist’ / hero as she has overcome fear  Laura Mulvey - this images does not objectify woman, it is not focused on how they look or portraying them in a way that men stereotypically would like.  Use and Gratification - Personal Identity, the audience can see themselves in this person because she is not a celebrity. They can identify with her because she is ordinary, normal and like her they too could learn not to fear being judged and get active.  Engima Code (Barthes) - ‘this girl can’ - what can she do? Creates a sense of mystery, wonder | |