

Skyfall: Activity Guide – Key Concept: Representation



Year 10 Media
Name:

Film Overview:

Directed by: Sam Mendes

Rated: M (Australian Classification)

Running Time: 143 minutes

Release date: 26th October 2012

Budget: est. 150 and 200 million

Gross: \$1 billion

MEDIA REPRESENTATION

“My name is Bond. James Bond”



Representation is a key concept in media. Everything produced by the media is a representation – whether it is a representation of people, places, events or ideas.

Understanding representation is important because our attitudes to people and issues are influenced by how we see them represented in the media.

In fictional narratives, **characters** are representations of people and ideas.

Characters in fiction texts are invented. Their character traits may be based on actual people, but as a general rule the character is a “made up” person. Through their appearance, behaviour, dialogue and actions the character is given a personality. Characters represent ideas about social class, age, gender and ethnicity. (CAGE)

Social Class

Describes the socio-economic background of the person. Terms used to label social class include:

- Working class
- Middle class
- Upper class

1. Watch this quick video for an explanation by comedians on the class system:

<https://www.youtube.com/watch?v=K2k1iRD2f-c&feature=kp>

The clip, while old, encapsulates (in a comedic way) the core ideas about social class in Britain.

Find definitions of the following class terms and explain in your own words.

Working class:

Middle class:

Upper class:

Want to know more?

Find out what the terms *bourgeoisie* and *proletariat* mean.

Gender

The media shapes our conceptions of what it means to be male or female. Our understanding of gender representation is guided by characteristics that are labelled as “male/female”. “Masculinity” is a concept that is made up of rigid stereotypes, representations of men tend to focus on the following:

- Strength – physical and intellectual
- Power
- Attractiveness
- Muscular Physique
- Independence (thought and action)

Past Representations of Bond



Look at the posters above:

- what characteristics of masculinity is emphasised in each of the posters?
- use understanding of mise-en-scene and symbolism to explain the patterns in actors' body language, costume, sets, props, objects, colours.

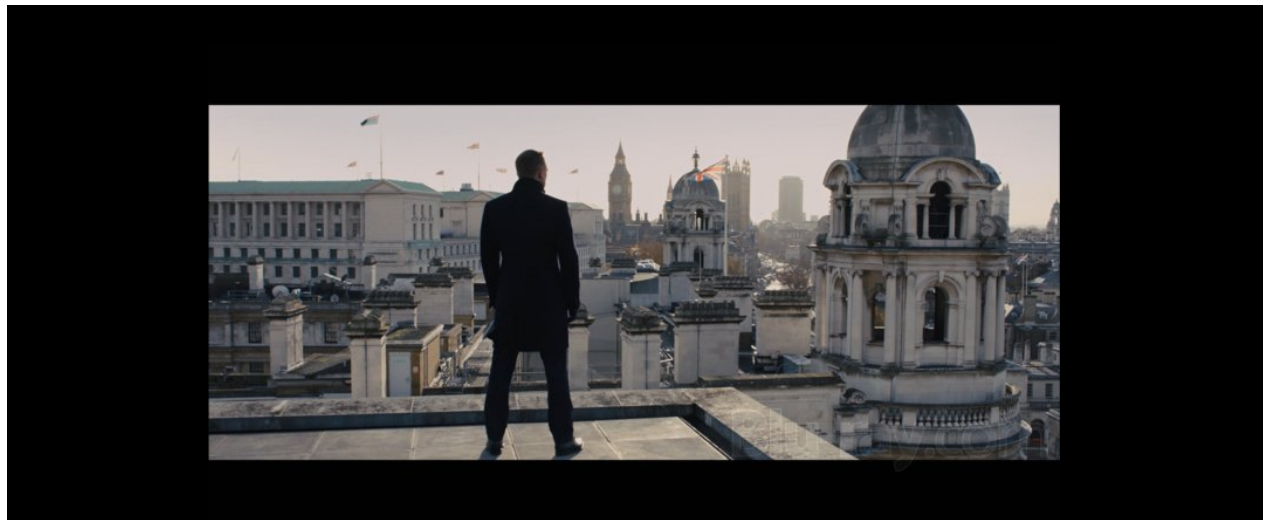
ETHNICITY/NATIONAL IDENTITY

The Bond film franchise, over the 50 plus years of its history, has now become entwined with notions of Britishness, and alongside that approaches to ethnicity.

1. Define the following terms:

Ethnicity

National Identity



2. Explain what we see in the film that presents a representation of British national identity?

NOTES FOR INVESTIGATION TASK:

Focussing mostly on the characters of Bond, M, Mallory, Eve Money Penny, Silva and Severine, make notes to answer the following:

1. Social class – what social classes are represented? How are they represented? What textual evidence can you find to support your view?
2. Age - what age groups are represented? How are they represented? What textual evidence can you find to support your view?
3. Gender - How are the two genders represented? What textual evidence can you find to support your view?
4. National identity / ethnicity - what nationalities and ethnic identities are represented? How are they represented? What textual evidence can you find to support your view?