



## Representation

You will need to consider:

- The way events, issues, individuals (including self-representation) and social groups (including social identity) are represented through processes of **selection and combination**
- The effect of **social and cultural context** on representations
- How and why **stereotypes** can be used **positively and negatively**
- How and why particular **social groups**, in a national and global context, may be **under-represented or misrepresented**
- How media representations convey **values, attitudes and beliefs** about the world and how these may be systematically reinforced across a wide range of media representations
- How **audiences respond to and interpret** media representations
- Theories of representation (including Hall)
- Feminist theories (including bell hooks and Van Zoonen) at A level.



## How are representations constructed/encoded?

Stuart Hall proposes that representations are constructed through a series of codes:

- Narrative: e.g. audiences identify/empathise with characters through the restricted nature of our narrative positioning
- Technical codes (language) – camera, editing, audio
- Lighting
- Framing
- Mise-en-scène (costuming, setting)
- Performance
- Barthes – cultural codes



TASK: Look at the characters. analyse how they are represented and how this representation has been constructed

Camille	
Simon	
Claire	
Julie	
Mme Costa	



### bell hooks

- bell hooks argues that feminism is a struggle to end patriarchal oppression and the ideology of domination, and that the position of the underrepresented is by class and race as well as gender.
- 'Women in lower class and poor groups, particularly those who are non-white, would not have defined women's liberation as women gaining social equality with men since they are continually reminded in their everyday lives that all women do not share a common social status.'
- Is 'patriarchal oppression and the ideology of domination' evident in *The Returned*?
- Write 3 paragraphs which express your ideas.

### Liesbet Van Zoonen

'[There is] a depressing stability in the articulation of women's politics and communication . . . The underlying frame of reference is that women belong to the family and domestic life and men to the social world of politics and work; that femininity is about care, nurturance and compassion, and that masculinity is about efficiency, rationality and individuality.'

– Van Zoonen

Give examples from 'The Returned' that illustrate this concept



### Liesbet Van Zoonen

Women	Men
Marginalised (or absent)	Efficient
Domestic	Rational
Sexualised	Individual
Nurturer	



### Van Zoonen Argues that there is a “variety of feminist Discourse” and identifies 3 distinct perspectives

- Read the paragraphs from Van Zoonen’s essay “Feminist Perspectives on the Media”.
- Pages 33 -37, ‘Feminist Perspectives on the Media’ in *Mass Media and Society* (Curran and Gurevitch) Arnold (1996).

What does she suggest are the key differences between a

- Liberal feminist perspective?
- Radical feminist perspective?
- Socialist feminist perspective?

Use the digital resource to compare your answers.



### Liesbet Van Zoonen

- However Van Zoonen argues that gender is constructed and that its meaning varies dependent on cultural and historical context.
- She suggests that masculinity as well as femininity is constructed – and that the codes used to construct men ‘as a spectacle’ are different.
- Is this the case in “The Returned” or are these constructed representations challenged?

Think about:

- Males constructed through movement (active)
- Silence and impassivity
- Strength, muscularity and aggression
- Competition – males as gladiators or combatants – ‘the spectacle’
- Constructed more through the intradiegetic gaze – the way they are looked at by other characters (e.g. with respect/fear)
- Allows narcissistic identification without erotic gaze.



### The Spectacle of the Other – Stuart Hall

Stuart Hall also discusses the notion that the powerful elite groups (white, male, middle class, etc.), which control the media, create a 'norm' which reflects themselves. Representations of other groups are then constructed in terms of their difference to this – their 'otherness'.

- 'Stereotyping... is part of the maintenance of social and symbolic order. It sets up a symbolic frontier between the 'normal' and the 'deviant', 'the normal' and the 'pathological', 'the acceptable' and 'the unacceptable', what belongs and what does not or is 'Other', between insiders and outsiders, Us and Them.'

*Representation: Cultural Representations and Signifying Practice*, Ed. S. Hall, 2013 Sage, p.258

Hall identifies three classic stereotypes of black people

- A) as slave, willingly serving a white master
- B) as native, savage and uncivilised
- C) as clown or entertainer, to be laughed at but not taken seriously.



### The Returned as allegory

- ‘Pierre symbolizes the current mediatic characterization of Others as “savages” that serve the purpose of presenting the West as human, and migrants as non-human. While Gobert has not openly said that the series was a reflection of the Syrian migration, it can be inferred from the series’ narrative arcs that the many similarities in script and scenario with Campillo’s 2004 film do reflect the same sort of malaise concerning the treatment of migrant Others in contemporary French society. Furthermore, in positing the character of Pierre as the voice of a traditional, Christian society that purposely rejects Others, drives them out of their ‘civilized’ town and into the woods, and characterizes them as the antithesis of humanity, Gobert is able to extend his criticism of the current situation in France.’

*Zombies and Refugees: Variations on the ‘Post-human’ and the ‘Non-human’ in Robin Campillo’s Les Revenants (2004) and Fabrice Gobert’s Les Revenants (2012–2015)* Claire Mouflard 2016

[www.mdpi.com/2076-0787/5/3/48/pdf](http://www.mdpi.com/2076-0787/5/3/48/pdf)



## The Returned as allegory

Task: How are the returned constructed as 'other'?



Use the digital resource to compare your ideas.