

ang070 S/Ü "Key Concepts in Cultural Studies"

Assignment 2: Identity, Discourse, Media – Gender and Representation

This assignment is a mandatory part of your portfolio and needs to be handed in on time. It is ungraded but a sample solution will be published on the Institutswiki. Additionally, you can receive feedback in the office hours of your respective instructors.

Please make sure to submit your assignment online (name the pdf-file according to our specifications and upload it to a homework folder on Stud.IP). Every assignment must include a cover sheet and the statement on plagiarism. Present your results in complete sentences. You may write up to three pages of text, according to the formatting specifications of our style sheet. Any text beyond the first three pages will be ignored.

1. Formal and media-specific analysis

1.1. Describe the photographic portrait by addressing the visual design (set decoration; lighting; dominant colours; costume; make-up and hairdo; performance of the portrayed star) and the cinematographic design as suggested in the photograph (e.g., arrangement in front of the camera; camera distance, camera angle; focus).

1.2. Identify the major discourses in the photograph. Provide evidence for the discourses from the photograph. Consider visuals (rather than "terms / vocabulary"), subject positions and settings.

2. Functional analysis: Toward a problem-oriented sample analysis

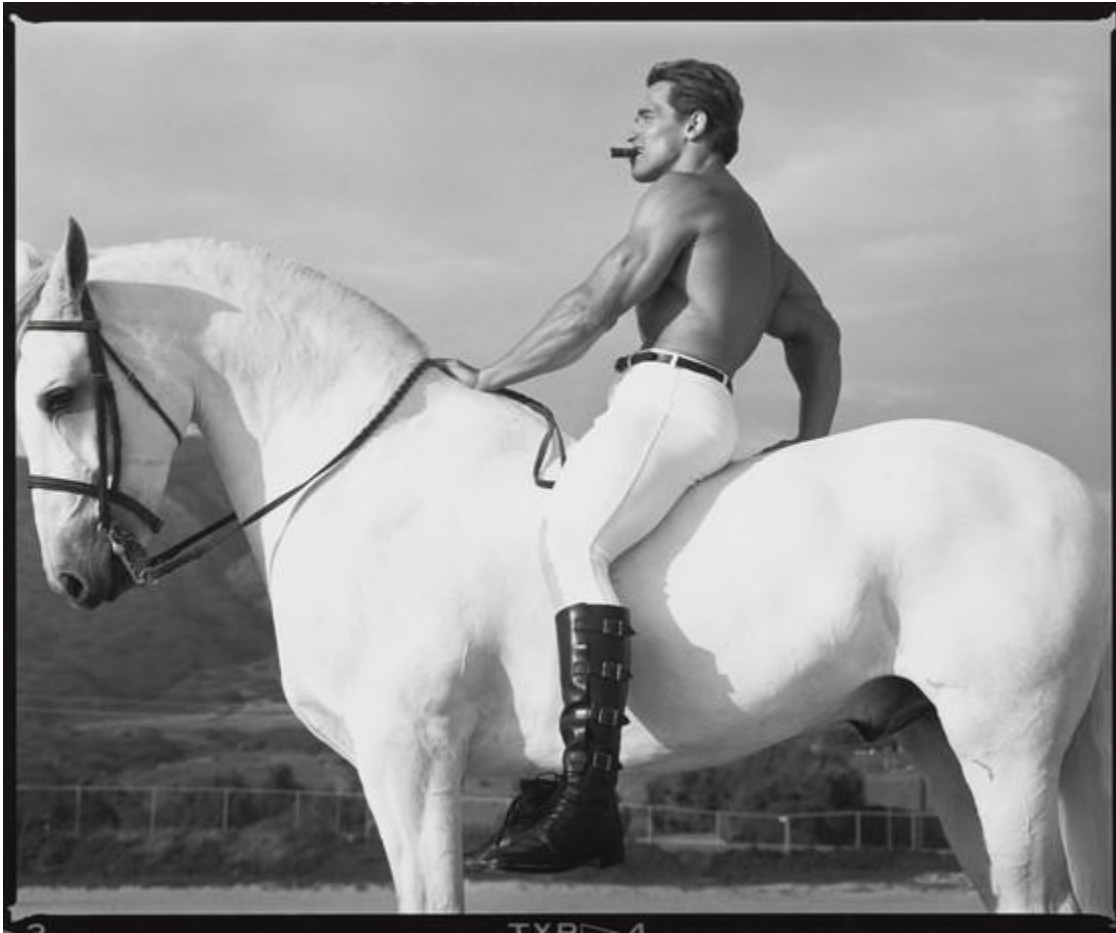
Based on the findings from your formal and media-specific analysis, provide a coherently written analysis of this photographic portrait, i.e. one that identifies and states a clear research problem and moreover, addresses the following points:

2.1. the discursive construction of identity through representations in the media;

2.2 . Judith Butler's theory of gender performativity.

3. Lecture

In a concluding paragraph, relate your analysis to knowledge and skills from the lecture.



Leibovitz, Annie. "Arnold Schwarzenegger, Malibu, California, 1988." *At Work*. London: Jonathan Cape, 2008. 81.