

# Expressions of self in/and the media

private bodies, public bodies, mediated bodies

*Dalila Honorato (Greece) and Brenda Murphy (Malta)*



# Members of Group 10

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**Researchers:** Colette Caruana; Isabelle Camilleri (Malta)

# Group 10 Media and Appearance

our group was interested in various issues located in 'media and appearance'

we developed **three** projects, focusing on *media discourses, creation and analysis*

we considered areas in: Fiction, Education, Advertising, Communication & Information

## **Project 1 - Advertising and Portrayal** Appearance in advertising (research)

Analyzing dominant discursive practices in media production, and the subsequent globalization of body. the project also had a core element of audiovisual production as the media material examined was text-based i.e magazines, and magazine advertising.

## **Project 2 Selfie's Project** – self-narrative – (research).

## **Project 3 – Educational Animation** (video only, not interactive) (applied)

Web based Animation for children in target group 7-9 – for educators, parents, children



# Appearances Matter

how we look ... matters

our face, our hair, our eyes, our bodies ...

we are systematically 'judged' on our looks

**... and appearance is a 'gendered' issue**

# appearance is a 'gendered' issue

women and men occupy,  
are portrayed  
and appear

in the world and in the media-world  
in different ways

and are subjected to different expressions of  
portrayal

**SIA ...**





**Sia decided to conceal her face  
to avoid a celebrity lifestyle  
and maintain some privacy**



# SIA ...

decided to conceal her face to avoid a celebrity lifestyle  
and maintain some privacy:

"I'm trying to have some control over my image. And I'm allowed to maintain some modicum of privacy. **But also I would like not to be picked apart or for people to observe when I put on ten pounds or take off ten pounds or I have a hair extension out of place or my fake tan is botched. Most people don't have to be under that pressure, and I'd like to be one of them.**"

# Why would any artist choose to hide their face, their identity ...

because as we 'appear' we are

BODIES

and we become

REGULATED BODIES; MODIFIED BODIES;

POLICED BODIES

# BODIES ... and appearance

The public body

The private body

The body as performance

The body as commodity

The boundaried body

The female body

The male body

The body as 'other'

The body and ethnicity

The 'able' body and the 'disabled' body

in academia ... there are many sites  
where the body is theorised

Psychology of the Body

Sociology of the Body

Politicisation of the Body

History of the Body

Turner B. 1996 Intro chapter: The Embodiment of Social Theory in *The Body and Society*, Sage: London



# Power and Control

Wolf talks about control through notions of perfection.

But there are other expressions of power that are exerted around 'the body'

Control and power is exerted around **spaces, places – mental boundaries AND physical boundaries.**

*The Good Body, 2004 by Eve Ensler*  
(The Vagina Monologues).

In her play, *The Good Body*, Ensler sends a powerful message urging individuals to stop hating their bodies and encourages us all to challenge society's narrow definition of beauty.

**In one particularly moving scene, Eve visits  
with a wise Masai woman in Kenya,  
who is perplexed by Eve's own  
dissatisfaction with her body.**

**As she looks at the African landscape she  
says to Eve:**



*“Eve, look at that tree? Do you see that tree? Now, look at that tree (pointing to another one). Do you like that tree? Do you hate that tree 'cause it doesn't look like that tree? Do you say that tree isn't pretty cause it doesn't look like that tree?”*



*We're all trees. You're a tree. I'm a tree.  
You've got to love your body, Eve. You've  
got to love your tree."*

excerpt from The Good Body, 2004

# Project 1: Advertising

media material collected from:  
Ireland, Malta, Greece, and Herzogivina

## Starting with the serious stuff

As we look around us, on any given day, place or space, at the prevailing media images of women (and lately men) on screen and in print, it is easy to locate the 'striptease culture' (McNair) that has grown and become mainstream, as images of females (and sometimes males) have become **hyper sexualised** (Connell; Kimmel, Hearn & Connell), **commodified** (Bordo), produced and reproduced (cosmetically and technically) into **spectacles of unattainable 'beauty ideals'** (Wolf) and **'perfect bodies'**.

# Stereotypes?

## Overall Stereotypes



### A) Female



### B) Male

# Gender'ed Stereotypes

**objectification**

**the cult of thinness**

**the beauty myth**

*the 'ideal' body that doesn't exist (photoshop)*

*only 8% of women look like EVERY FEMALE in advertising*

**sexual pathology**

**consumerism & violence**

**active boys and men:passive girls and women**

**symbolic annihilation – silencing – invisibility - absences**

**work in progress**



## Magazine data – May 2016 Ireland 1



EVERY WOMAN  
HAS A SECRET.

HERE IS MINE!

The new **protect&shine** straightener.

Up to 70% more protection from hair splitting and damage\*

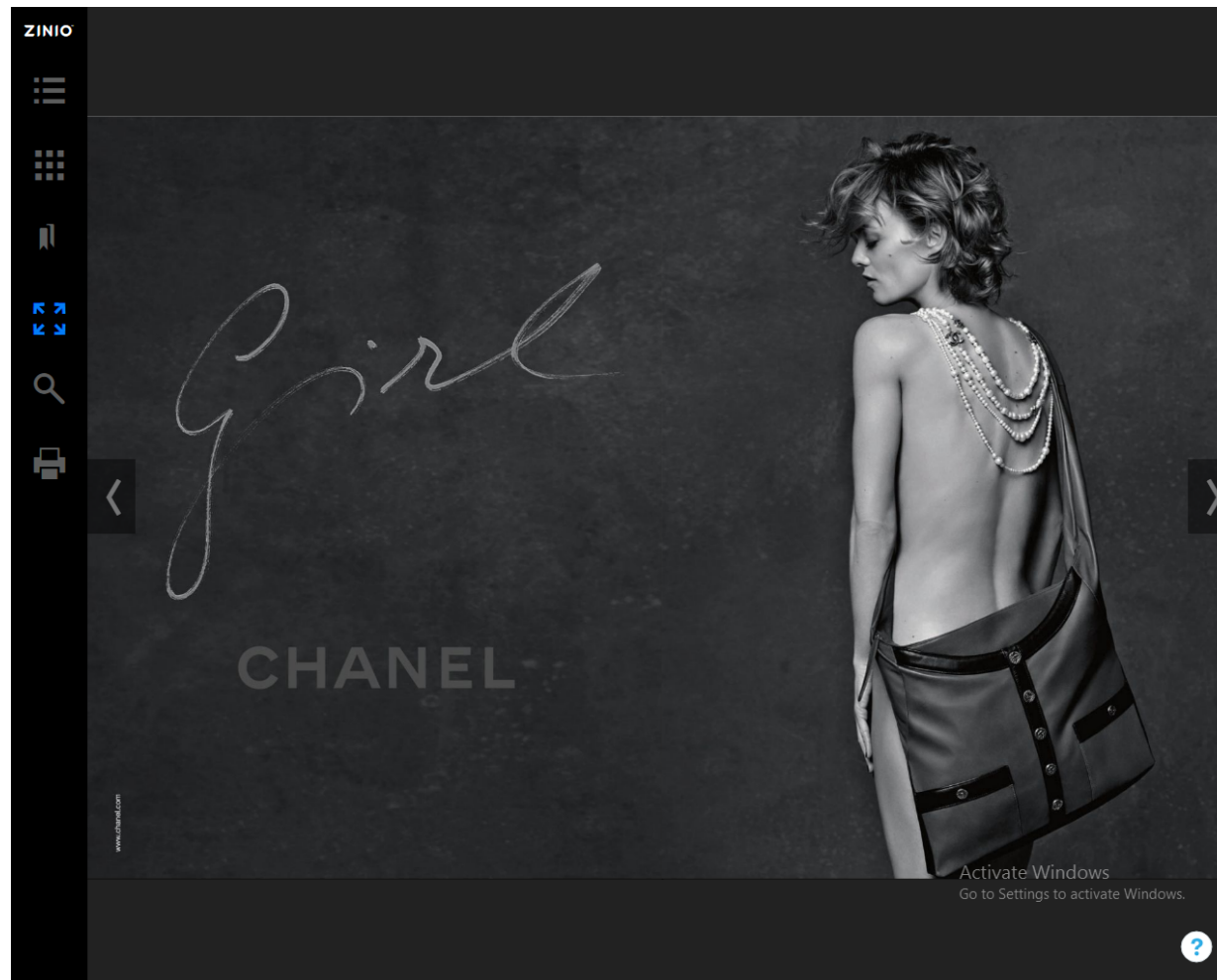
A world innovation exclusively by REMINGTON®: The revolutionary Teflon® Woven Fibre Technology prevents direct contact with hot plates. This gives you up to 70% more protection from hair splitting and damage\*. For a smooth sleek, shiny finish.

\* Versus top 4 selling straighteners total Western Europe based on GfK data, Jan 06.

**Teflon®**  
PTFE Woven Fibre

**REMINGTON**  
it's what's on the outside that counts

## Magazine data – May 2016 Ireland 2

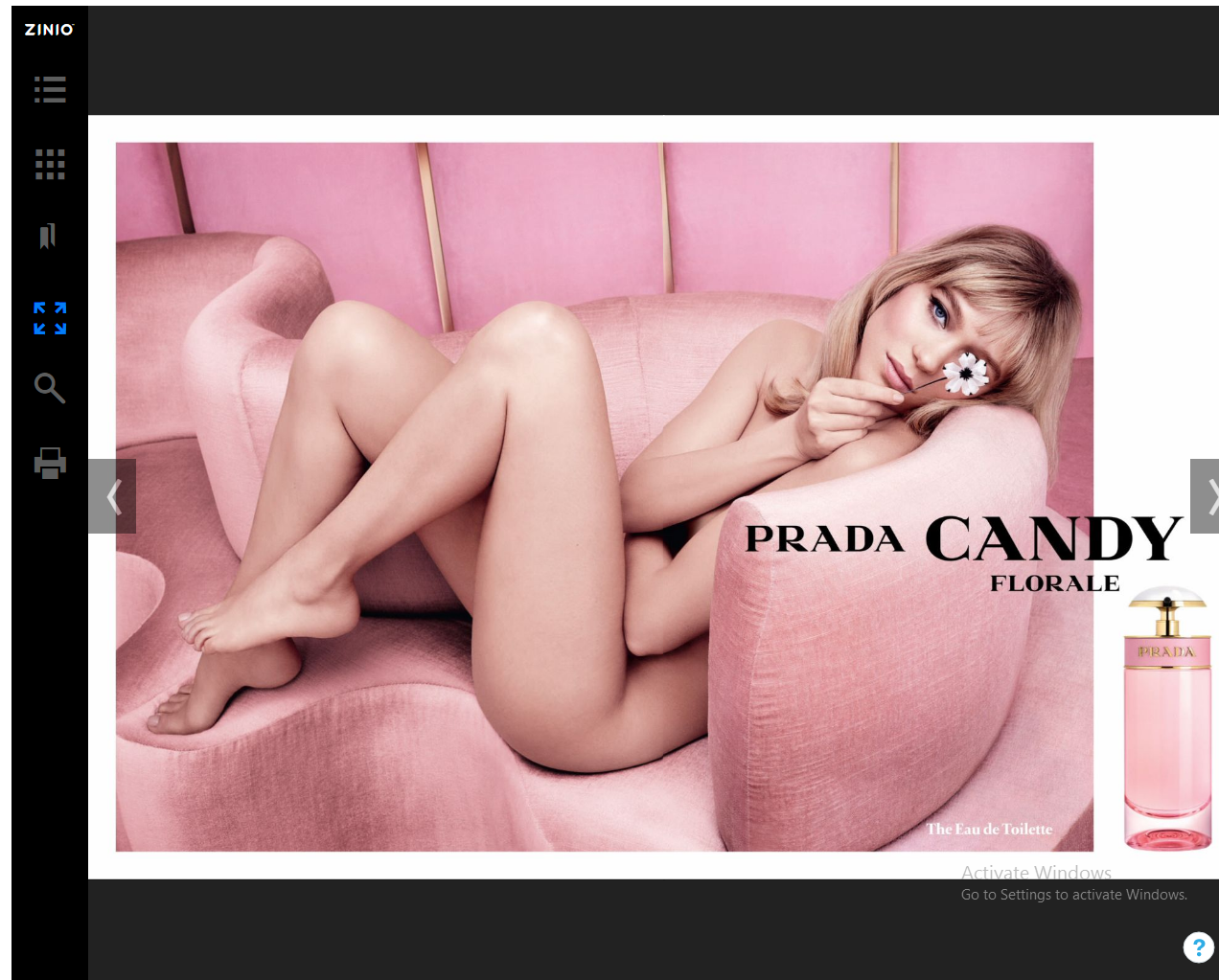


## Magazine data – May 2016 Ireland 3

[illegible]



## Magazine data – May 2016 Ireland 4



## Magazine data – May 2016 Malta 1



## Magazine data – May 2016 Malta 2



## Magazine data – May 2016 Malta 3



« I AM SENSITIVE! »

ROGÉ CAVAILLES  
OFFERS THE BEST  
TO YOUR SKIN.

The leading french brand for hygiene has arrived in Malta. Since 1924, Rogé Cavailles has been providing its dermatological expert assessment in the service of sensitive skin. For supple, soft and protected skin, our range of hypoallergenic, ultra-rich surgras products offer

Rogé Cavailles



## Magazine data – May 2016 Malta 4





## Magazine data – May 2016 Greece 1

[illegible]

## Magazine data – May 2016 Greece 2



**ΠΩΤΗΣ**

*Sweet & Balance*  
χωρίς ζάχαρη  
σε γλυκαντικό με φυσική  
πρωτεΐνη από το φυτό  
**stevia**

www.sweetandbalance.gr www.potides-jotis.gr

ο γλυκό μυστικό  
της διατροφής μου

Είπα σίγουρα ότι το αγαπημένο μου επιδόρριο Sweet & Balance  
είναι το καλύτερο!

Γιατί είναι γρήγορο, σπυρχνό, υδατοδιαλυτό, χωρίς ζάχαρη,  
παρασκευάζεται Άμεσα! Το επιδόρριο Sweet & Balance της  
JOTIS είναι το τέλειο επιδόρριο της ημέρας! Είναι το τέλειο επιδόρριο  
για όλους, για όλους τα παιδιά!

Το Sweet & Balance με φυσικό γλυκαντικό πρωτεΐνη  
από stevia, παρασκευάζεται από φυσικά υλικά.

www.sweetandbalance.gr  
www.potides-jotis.gr



Γι' αυτούς που ζουν χωρίς ζάχαρη  
αλλά δεν ζουν χωρίς γλυκό!

## Magazine data – May 2016 Greece 3

Για τον έλεγχο του βάρους  
άλλαξε προοπτική  
σκέψου την υγεία σου

**LibraMed** Fitomagma

Ενδοκρινολογικά για  
καλή υγεία  
βάρους και όμοια  
δυσλειτουργία

ΕΝΑ ΑΠΟΤΕΛΕΣΜΑΤΙΚΟ ΠΡΟΔΙΟΤΥΠΟ C.E.C.E.  
αυθεντικό προϊόν με τα φυσικά συστατικά  
και υψηλό ποσοστό

Για τον έλεγχο των  
γλυκαιμικών επιδράσεων

Ρίψτε το  
φαρμακείο σας πώς  
μπορείτε να  
αποκτήσετε τη θέση  
χρυσών Aboca!

ΚΑΛΩΣΤΗΡΙΑ ΓΙΑ ΤΗΝ ΠΤΕΡΑ

## Magazine data – May 2016 Greece 4

PUBLI

# ΑΨΟΓΟΙ ΓΛΟΥΤΟΙ ΧΩΡΙΣ ΚΥΤΤΑΡΙΤΙΔΑ ΤΩΡΑ

Η ΟΛΟΚΛΗΡΩΜΕΝΗ ΑΓΩΓΗ **REGENESIS BIOCOMPLEX**  
ΕΙΝΑΙ Ο ΣΥΜΜΑΧΟΣ ΣΟΥ ΠΑ ΤΕΛΕΙΟ ΣΩΜΑ ΜΕΧΡΙ ΤΟ ΚΑΛΟΚΑΙΡΙ



**Ψ**εφάει, ψάχνει να βρει τον ιδανικό τρόπο να αντιμετωπίσει τις κυτταρίτιδες. Δοκίμασε τώρα την ολοκληρωμένη αγωγή **Regensis BioComplex** που αποτελείται από το **Gel**, το **Serum** και το **Cream**, που προσφέρουν παρόμοιο αποτέλεσμα στην αντιμετώπιση της κυτταρίτιδας, αλλά και στην αντιμετώπιση της αραίωσης του δέρματος. Το γρήγορο και αποτελεσματικό αποτέλεσμα σου δίνει το **Regensis BioComplex** με **Silicon Dermal Serum**, που καταπολεμά το τέντωμα του δέρματος.

**Το επαναστατικό δραστικό συστατικό**  
Την καζεΐνη των προϊόντων **Regensis** δίνει το άριστο αποτέλεσμα **BioComplex**, αποτελούμενο από υαλουρονικό οξύ, κολλαγόνο, που ελαττώνει την εμφάνιση της κυτταρίτιδας, ελαττώνοντας την εμφάνιση της αραίωσης του δέρματος. Είναι το τελειότερο αποτέλεσμα της κυτταρίτιδας. Είναι το τελειότερο αποτέλεσμα της αραίωσης του δέρματος.

**ΠΡΟΣΦΟΡΑ!**  
Αγοράστε την αγωγή με 1+1  
έδωρα και 20-45% έκπτωση.

- **Regensis BioComplex Gel** 1+1 έδωρο και έκπτωση 25%
- **Regensis Serum** 1+1 έδωρο και έκπτωση 25%
- **Regensis BioComplex Gel + Cream** 1+1 έδωρο και έκπτωση 35%
- **Regensis Serum** 1+1 έδωρο και έκπτωση 35%
- **Regensis Cream** 1+1 έδωρο και έκπτωση 40%

**ΧΩΡΙΣ ΕΛΑΣΤΙΝΗ**  
ΣΥΜΒΟΥΛΗ ΑΠΟ ΔΕΡΜΑΤΟΛΟΓΟΥΣ ΚΑΙ ΠΛΑΣΤΙΚΟΥΣ ΧΕΙΡΟΥΡΓΟΥΣ

Προσέχετε τακτικά την αγωγή, γιατί η αγωγή σας δίνει το καλύτερο αποτέλεσμα. Τα αποτελέσματα είναι εντυπωσιακά.

**ΤΑ ΑΠΟΤΕΛΕΣΜΑΤΑ ΕΙΝΑΙ ΕΝΤΥΠΩΣΙΜΑ**  
Η κυτταρίτιδα εξαφανίζεται σταδιακά και σταδιακά γίνεται η επιθυμητή, ενώ το δέρμα γίνεται πιο ελαστικό και καλύτερο.

ΚΙΝΗΜΑΤΟΓΡΑΦΗ ΔΙΑΣΤΗ ΓΙΑ ΕΛΛΑΔΑ ΚΑΙ ΚΥΠΡΟ: **INBA S.E.**  
ΤΗΛ: 2210 951710 - 210 9029014 info@inba.gr.com www.inba-gr.com

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private bodies, public bodies, mediated bodies



## Project 2: Selfies



- We were interested in understanding better how individuals, in their daily life, perceive their own image and project it to others as well as in what extent media depicted images influence non-verbal communication.
- So we challenged a group of our students to keep a record of their own daily activities through the form of **selfies** (10-15 daily photos) during a determined time frame (7 days).



- Selfies are a product of the digital era supported by the internet distribution channels and especially social media.
- Selfies can be individual or group photos and their story can be tracked to the pre-photographic era.

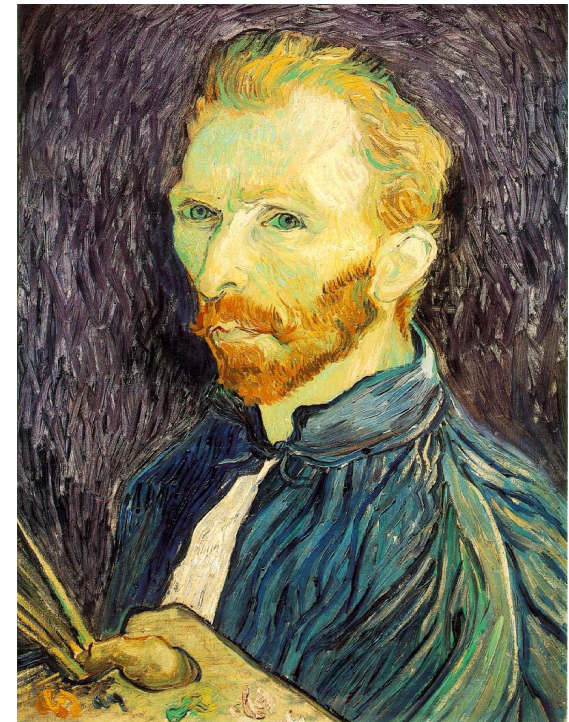


- The outcomes here presented are based on a sample of 12 students, ages 19 to 24, collected in Malta and Greece. Despite the fact that there was the attempt for gender equality representation the positive feedback, concerning response and completion of the task, came (with one exception) from females.
- After collecting the photos and a small report concerning time and location of each selfie we invited each student for an individual interview which lasted 1-2 hours with the purpose of further reflection on body language and the context of the shoot.
- For obvious reasons we are not including any personal images here.

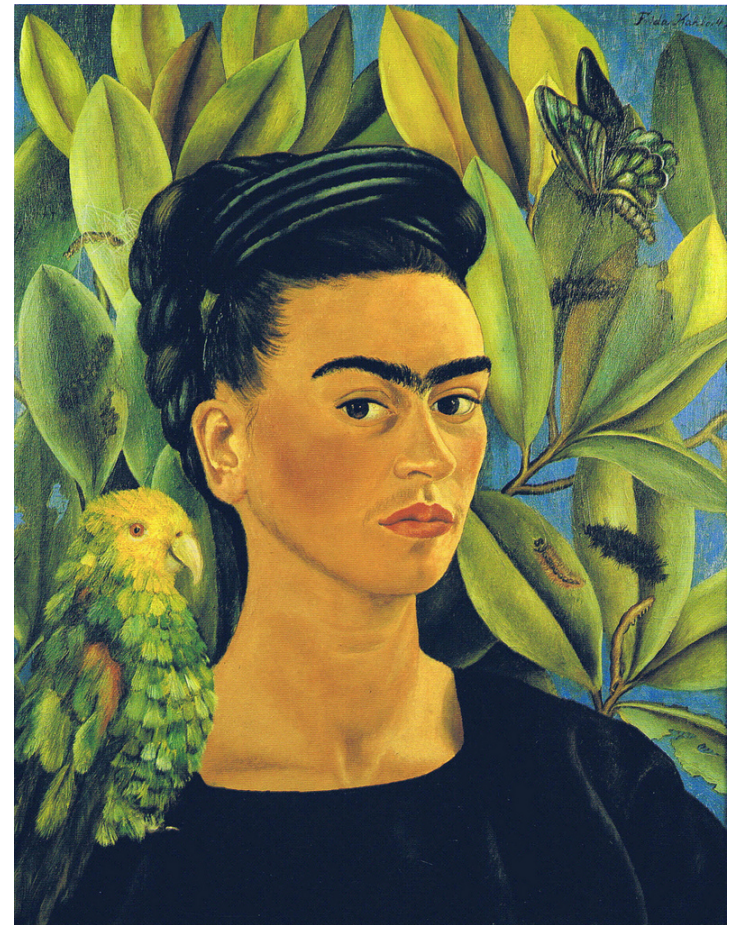




- Selfies were considered as a self-narrative, where the subject who makes the portrait is the same as the one who is depicted.
- Selfies were perceived as negative, when based on imitation of imaging from mainstream media stereotypes, contributing to a false self-awareness and fear of bullying victimization.



- Selfies were considered as positive when serving to the internalization of life experiences and increase of the sense of self-identity.
- Selfies were perceived as positive when serving as a deconstruction of the stereotyped self through the inclusion of sarcasm and ugly in the depiction.





- To most of our students it was very challenging to start the “selfies experiment” as some of them felt selfies were quite a narcissistic activity.
- They recognized though that by the end of the “experiment” they were more acquainted with photography as an activity as well as more comfortable with posing and with depicting their own image.



## Project 3: Animated short film

- The idea behind this project, the creation of media content, came from the interaction among the members of the group and the need to address younger ages with a message positive image. The project was supported by the University of Malta and the Ionian University in Greece.
- We wished to focus on younger ages 7-9, both genders, and go beyond the stereotyped depiction concerning body shape by addressing further issues such as special needs, age and gender and supporting individuality.

- ***Many Parts of Something Great*** is a short animated film but we believe that good things can be told in less than two minutes.
- The script was the text from a story book written by **Joanne Cassar** and illustrated by **Christine Porter** and narrated by **Hannah Staff Murphy** in Malta.
- It was very important for us that the story was narrated by a child. We wanted to emphasized the value and strength of words spoken through the voice of a child.

- The following stages of the project were conducted in Greece. The animation of the illustrations, the addition of the voice over and music was possible through the work of **Chara Sakellari**. The soundtrack was composed by **Bill Psarras** and the publishing of the project as well as other activities of Group 10 is a result of the support of the Interactive Arts Lab of the Ionian University, represented by its director and webmaster **Andreas Giannakouloupoulos**.
- The coordinator of the activities in Malta was **Brenda Murphy** and **Dalila Honorato** coordinated the activities in Greece.

- We propose the screening of the animation in classes and its use as a support for the approach of subjects such as self-worth and the development of other activities such as drawing and storytelling.
- If you are interested in contributing to the translation of this work in other languages or the creation of further educational material related to the animation please contact us:  
brenda.murphy@um.edu.mt &  
honorato@ionio.gr

# Credits



More information concerning this project are available here: <https://cost.inarts.eu/>