



Key Terms and conventions

Central image, protagonist, slogan, logo, tagline, persuasive language, call to action, mise en scene, signify, mid shot, facial expression, body language, colour, facial expressions, gender, feminism, stereotype, mantra, focal point, logo, hashtag.

Lack of CELEBRITY

The lack of celebrity means that the woman in the advert feels familiar. The female in the image has her hair scraped up into a ponytail, she is sweating a lot and her clothes are not what society would consider fashionable. For all these reasons, there is a sense that you know someone like her or, in fact, you are her.

Consider NARRATIVE

The dominance of this image suggests she is the protagonist of this narrative, the 'hero' according to Vladimir Propp's character theory. She is heroic because she is embracing sport; she doesn't appear to care what anyone thinks and has shed any inhibitions. She is an inspiration to other women as it is obvious from her facial expression that she is really enjoying herself and is completely lost in the moment.

MEDIA LANGUAGE: How the ADVERT communicates with the audience using the different codes:

Technical Codes

1. Central striking image that encourages the reader to become intrigued to find out more about the advert
2. Mid-shot of a woman in her thirties, exercising. Unlike many advertising campaigns, this female is not a celebrity. By purposefully avoiding using a sporting legend or an athletic goddess, the campaign is able to target ordinary women of all ages, encouraging them to take part in sport and showing them that they can achieve.
3. Background is not in focus, making the central character the main focus and most important object in the frame, connoting the protagonist of the narrative.
4. Focal point: facial expression, connotes independence, confidence and happiness.

Symbolic Codes

1. Costume: gym/sports wear, communicating a relatable character in everyday clothing that you would expect to see someone wearing when taking part in physical activity. Loose, baggy costume communicates that the character is comfortable wearing these and not concerned about how they look. The top is not typically female in colour.
2. Facial expressions: happy and 'lost in the moment', connoting being happy and comfortable working out and not caring about judgements of others
3. Body language: in the moment- again connoting feeling at ease and comfortable taking part in physical exercise

Written Codes

1. Mantra: "Sweating like a pig, feeling like a fox." Connotations of pigs are unattractive animals. Historically it was considered un-ladylike to break into a sweat and, for many women, it is still the case., not wanting to be seen sweating as it makes them red in the face, ruins their make-up and makes them feel unattractive. However, this mantra turns this on its head and suggests that by working out, you are becoming healthier and therefore will become more attractive, "like a fox" - a fox being a young, beautiful lady.
2. Brand logo "This Girl Can" - very positive statement with connotations of determination. Used to reinforce the idea that all women should exercise and also to convince them that if they try they can succeed in sport.
3. Limited text: Unaware of the campaign, the limited text and unusual image would act like an enigma code for the audience, as we want to find out who this character is and what the advert means by, "This Girl Can".
4. Hashtag "#thisgirlcan" connects readers to the campaign's social media pages, should they wish to follow it or find out more, connect women with like-minded others and bring a sense of social togetherness. Also calls to action to watch the YouTube advert, so they understand TGC and see more positive representations of women enjoying sport.
5. Logos: Sport England and the Lottery. Much smaller, tucked away so as not to detract from the visuals.

REPRESENTATION *Ethnicity, Gender and social/cultural Issues*

WOMEN and SPORT

The campaign's agenda is to encourage women to participate in physical activities by challenging the dominant ideology. In order to do this, the campaign portrays women extremely positively.

Stereotypically, women have often been thought of as the weaker sex and often less successful, particularly where sport is concerned. However, this advertising campaign is seeking to challenge these stereotypes and convince women of their potential.

The female in this image is portrayed from a positive viewpoint: she is represented as independent, confident and happy. There is a clear focus on her face, showing an expression of enjoyment and fun. By selecting such an image, the producers are seeking to challenge the sexism and male dominance in sport. The processes of selection and production have been carefully managed. This advert, like the others in this campaign, has a certain 'rawness' to it, focusing on 'real' women. There is no glossy finish and it doesn't resemble any of the high-end adverts produced by commercial sporting brands.

The females are supposed to be seen as heroic- aspirational role models for the readers. Audience members should see something of themselves in these women, bringing their own fear of judgement to the forefront and considering whether it is actually an appropriate fear to have when they see the amount of fun and enjoyment these women seem to be experiencing.

In addition, the brand name, "This Girl Can" uses the noun "girl" as an all-encompassing term. It is used to represent (and target) the whole of the female population and make them feel included, a force to be reckoned with, a team, a united front.

When used in the context of sport, "girl" can be thought of as having some negative connotations - "throw like a girl" is a common simile used to mock someone who cannot throw. It plays on the stereotype that girls can't do sport. Perhaps then this statement is in response to that idea, "This Girl Can".

Interestingly though, considering that the campaign is targeting females of all ages, the word "girl" has been used rather than "woman". "Girl" is usually associated with younger females and there is an argument to say that women over a certain age may feel disconnected from this campaign.

KEY MESSAGES

Key messages:

1. **Women** can be strong, powerful, independent and good at sport.
2. **Women** should partake in physical activity without judgement and if they do, they will feel great.

THIS GIRL CAN: CONTEXTS

Background Context

TGC is a **national campaign developed by Sport England (SE)** and in conjunction with a wide range of partnership organisations.

The purpose of the campaign is to break down the primary barrier holding women back from participating in sport - **the fear of judgement**. The campaign seeks to target and celebrate **'active women who are doing their thing, whatever that may be, no matter how well they do it, no matter how they look or even how red their face gets'**. The campaign is currently funded by the National Lottery and backed by a government body, Sport England; there is no commercial aspect to it at all.

Social and Cultural Context

SE carried out research to find out why there was such a **big gender gap in sports participation** and discovered **2million fewer 14-40 year old women than men partake in sport regularly**. They wanted to know why. They found:

- **13 million women said they would like to do more sport/physical activity.**
- **Just over 6 million of these were not active at all.**
- **Fear of being judged was the number 1 thing stopping most women taking part in sport/physical activity.**

As a result of the campaign, 1.6m women have started exercising and the number of women playing sport and being active is increasing faster than the number of men.

Soon after the launch of the "This Girl Can" campaign, Nike released a more motivational campaign called "Better for it" which also portrayed a more 'real' side to fitness.