

The Media's Gaze

enjeux et formes de communication : In the past many topics were considered private, even taboo. But today matters have involved for the best but sometimes for the worst and the boundary between what is private and what is public may be blurred

Do the media reflect and shape public opinion and stereotypes about private matters ?

At the end of the Unit, I will

Write an opinion editorial (op-ed), a newspaper page, usually opposing the editorial page, devoted to personal comment often written by a subject-matter expert, a person with a unique perspective on an issue, or a regular columnist employed by the paper.

What vocabulary will I need ?

Expressing my opinion
equity
gender

What grammatical structure will I need ?

Past
modal

What documents will be used ?

1. The construction of Gender Role
1a- Selling Gender: How Advertising Shapes Roles
1b- The Crisis in Woman's Identity, Betty Friedan, *The Feminine Mystique*, chapter 3, 1963
1c- Estranged, Abridged from Kathryn Stockett, *The Help*, 2009

2. Media, a tool to twist the mold
2a- Subversive Ads, Eli Rezkallah, Feb 2019
2b- Desperate Housewives, Opening Credits, Marc Cherry, 2004
2c- BBC3 Quickies: She's Asking For It4
2d- 2e- 2f – 2g: Extracts of videos from Comedy Short_ Leading Lady Parts - BBC
2h- Conclusion of the video Comedy Short_ Leading Lady Parts - BBC :
2i - Hashtags and gender equity aren't about either. Katica Roy, Apr 16, 2018, Updated: Dec 14, 2020, <https://www.katicaroy.com>

3. Celebrities, Media and Activisme
3a. Selected moments of Taylor Swift Accepts Woman of the Decade Award | Women In Music, 2019
3b-The Crown's Claire Foy paid less than male co-star, producers admit Patrick Greenfield, *The Guardian*, Mars 13 2018
3c- Meet the New Cast of *The Crown's* Third Season, Emma Dibdin, Nov 17, 2019,
3d- What About Us? Pink, 2017

4-The Digital Gaze: Social Media and the Return of the Private in the Public Sphere
4a- Capture écran, Instagram, Hannah Neeleman, @ballarinafarm
4b- How to become a Traditional Wife, Part 1, [Estee Williams](#), 2023

	<p>4c - 'Tradwives': the new trend for submissive women has a dark heart and history Hadley Freeman The Guardian, Mon 27 Jan 2020</p> <p>5. Privacy going Public</p> <p>5a- What did Depp v Heard teach us? That justice and reality TV are incompatible Catherine Bennett, an Observer columnist, <i>The Guardian</i>, June 05, 2022</p> <p>5b- Scarlett Johansson Gave a Powerful Speech About Planned Parenthood at the Women's March Brittney Mcnamara, <i>Teenvogue.com</i>, January 24, 2017</p> <p>5c- Coldplay-ing away? Katy Forrester and Juliana Cruz Lima, <i>The sun.co.uk</i>, 18 Jul 2025</p>
What will I learn about ?	How the private life and the public space are intermingled as far as communication is at stake
Final Project : EOC	You have been asked to write an op-ed (opinion editorial) on a topic that matters deeply to you, by answering to the question : do the media reflect and shape public opinion and stereotypes about...

Instructions for your Final Project :

- 1- You will have an hour full to write it.
- 2- Remember to write a short introduction about who you are (your opinion is that of your character, not yours)
- 3- You may choose a topic outside the lesson but must at some point link it to a topic seen in the lesson
- 4- don't forget to make your opinion clear and strong: define your main argument and use evidence and exemples