

ANIMALS

- Representations of Animals in popular culture
- Relationship to identities
- Relationship to subcultures (seminar)
- Learning Outcome 1: summarise and communicate in writing key terms and theoretical approaches to the study of popular culture and media studies;
- Learning Outcome 2: demonstrate understanding of competing definitions and debates around the following key terms: identity; subculture;

ANIMALS - REPRESENTATIONS

- Representation of animals in popular culture/media
- Hieroglyphics/ancient Palaeolithic cave paintings.
- Animals as producers of food/clothing
- Animals as other, aggressor, rescuer
- Anthropomorphism

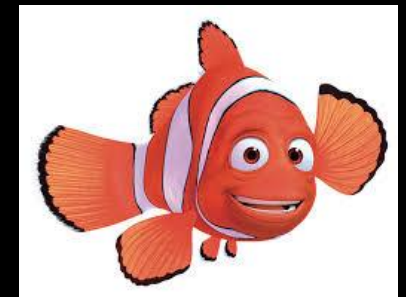


TYPES OF REPRESENTATION

- John Berger (1977) Why look at animals
- Deconstruction
- Types of representation
 - Advertising (5.04 mins)
 - Film and television e.g. <https://youtu.be/jWM0ct-OLsM> (2.45 mins)
 - Internet memes e.g. <https://youtu.be/nXqCoRklHJo>
 - Games (animals in games)

ANTHROPOMORPHISM

- Human characteristics of behaviour to animals
- Commercial diffusion of animals alongside withdrawal of animals from everyday life
- Anthropomorphism in films reinforces animals as symbols and value systems.
- Finding Nemo/Dory, Lilo and Stitch
- Disney – reaffirm our values and beliefs through animals
- Wildlife documentaries tend to have similar narratives e.g. <https://youtu.be/FhsKUKFctCw> (1.27 mins)
- <https://www.telegraph.co.uk/culture/tvandradio/bbc/8950070/Frozen-Planet-BBC-faked-polar-bear-birth.html>



STORYTELLING

- Animals that talk, comment, have human characteristics
- Animals can represent freedom
- Three kinds of animals
 - Animals as individual animals (pets)
 - Animals treated as magical/wise/ (2.19 mins)
 - Demonic animals/monsters (9.21 mins)

PETS AND IDENTITY

- The extended self – resemblance between pets and owners
- Project our personality onto animals
- Express our identities

SUBCULTURES

- Different types of animals associated with subcultures
- Furries (5.22 mins)– inclusion and belonging are central themes



REFERENCES

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- Healy, M.J. and Beverland, M.B. (2013) Unleashing the Animal within: Exploring consumer's zoomorphic identity motives. *Journal of Marketing Management*. Vol. 29(1-2), pp. 225-248.
- Sax, B. (2015) Animals as tradition IN L. Kalof and A. Fitzgerald (Eds.) *The Animals Reader. The Essential Classic and Contemporary Writings*. London: Bloomsbury.