**Representation**

**How something is portrayed, often to instil a certain feeling or emotion or attract a certain audience.**

Distance, size and shape matter, especially with bodies and people as this highlights the character.

Composition in shots makes things more visually appealing. Character arrangement (back, front, left, right) shows the importance of the character.

Female characters are often sexualized to look more attractive. To most, if this was done to the male gender, it would spark outrage.

**The Black-Eyed Peas – I Gotta Feeling** | Song Analysis

Although it is a vulgar music video this is aimed towards young children; 43-year olds (the artists) cannot “party everyday” and this is obvious to adults – therefore the only audience that would believe this are youngsters.

Also, the lyrics are very repetitive and this is appealing to children.

Men are portrayed as bouncy, energetic, and dynamic, whereas women are portrayed as submissive and slow. Women are shown with very little clothing as this is appealing to the opposite gender.

Body parts of ‘interest’ are centred in the frame, such as the breasts and backside. Men are shown as dominating.