Prof Sarah Edge (Ulster), Dr Helen Jackson (Ulster) & Dr Caroline O’Sullivan (DKIT) - Young People Mental Health and Modern Media
The importance of Media Studies, visual literacy, health and wellbeing, identity and questions of power and inequality
A short introduction Professor Sarah Edge
Stress for teenagers
‘Exams’ (selected by 81%) followed by ‘school’ (selected by 80%) were the most common stressors.

The next most frequently selected issue was ‘body image’ (72%), followed by ‘friends’ (69%) and ‘family’ (63%). ‘social media’ (43%) came up frequently as a source of tension between parents and teenagers.

‘Body image’ was selected as a difficulty by 81% of females and 52% of the young males.

Post Feminist Film and Excessive Femininity: Sarah Edge.

‘ongoing research on how changing representations of masculinity and femininity in popular film can be seen to respond to the second wave feminist movement and the demands and challenges to patriarchy it fashioned’
Stereotypes of the feminist;
(anti beauty ) ugly, hairy legged (anti fashion), dungaree wearing, (Lesbian), man hater:

**Bitchy boss**: competitive with men and women, unkind untrustworthy, ruthless to get on power dresser. ‘Ball breaking career bitch’ Anti women as house wife\mother

The ladette: beer drinking, equally sexist, aggressively sexual, looks like a pin up.

Women or men who believe in equality between men and women and for men and women.
Dress, performance and natural femininity: set against the failure of feminism and ‘love’

**Working girl 197**
Sigourney Weaver : Career Woman  
Melanie Griffith : clever feminine/sexy woman  
Harrison Ford : love interests/husband

**Pretty Woman 1990**
Absent Professional girlfriend  
Julia Roberts : Prostitute/ wife  
Richard Gere : love interest/husband
BRIDGET JONES'S DIARY

It's Monday morning, Bridget has woken up with a headache, a hangover and her boss.

MRS. CONGENIALITY

SANDRA BULLOCK
MICHAEL CAINE
BENJAMIN BRATT
AND CANDICE BERGEN

UNPUBLISHED, UNEDITED, UNLEASHED, UNDERCOVER.

THE DEVIL WEARS PRADA

THE SUMMER BLOOMS...GO BLONDE!

DENISE RICHARDS
JON HEDER
ANDrew SADO

NORTHERN IRELAND ASSEMBLY

KNOWLEDGE EXCHANGE SEMINAR SERIES (KESS)
Promoting gender balance in Northern Ireland’s media
Teenagers, Identity and Reality  Television

Dr. Caroline O’Sullivan
Dublin Institute of Technology
Displays a cultural message to viewers that it is appropriate to over-sexualize your lifestyle as well as revolve the majority of your life around dating and intimacy.
Not only culturally signify that subordination is acceptable, but they promote the embodiment of the media’s version of attractive; tall, thin and beautiful.
SELF[ie] REFLECTIVE PROJECT
Dr Helen Jackson

Aim: To capture student engagement data using self-reporting

Skills required: self-awareness, critical analysis, synthesis and evaluation

The challenge:

• Students are unable to identify the learning experiences that have worked well for them;
• Students are unable to convert experiences into appropriate verbal propositions;
• Students are unable to produce adequate accounts of their past behaviors
SELF[ie] REFLECTIVE PROJECT
- the methodology

Analogue photography:
Photography has the ability to reveal important insights about the contested and negotiated nature of memory in relation to the self
Photography contributes to notions of personhood and self-knowledge

Digital photography:
Acts of classification are required on the image for purposes of distribution and communication (hashtags, emoji, annotations etc.)

Analogue + Digital = An intensified process of self-reflection
SELF[ie] REFLECTIVE PROJECT
- the outcomes

Students in general:

Have a very clear understanding of what is expected of them within a learning context

Taxonomy of Control:

"Trying to get more research done for my project, slightly lacking in motivation but the plan is to work hard to get everything done"

"Feeling anxious and confused for this year's modules"

The significant emotional indicator for how they perceive their learning is negative:

Anxious / Pressure / Tired / Deflated / Confused / Hate / Stressful / More work / Week 8 already? / Lacking motivation / Starving / Deadline day / #Mondayproblems / Stressed / Tired / #IStillHatePresentations / #Nervous / #Procrastination #Workworkwork
The selfie as reflective practice:

- Promotes a focus on emotional behaviors when eliciting information
- Creates a practice on which students can gain an enhanced sense of self-awareness
- Extracts information that captures the richness and variances in the student experience
- Facilitates pathways by which students can report experiences that are personally meaningful to them
Knowledge Exchange Seminar Series (KESS)

...is a forum that encourages debate on a wide range of research findings, with the overall aim of promoting evidence-based policy and law-making within Northern Ireland