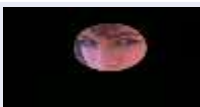
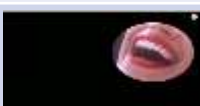
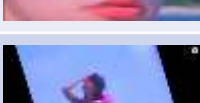
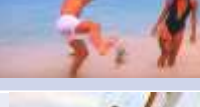
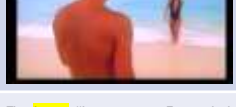


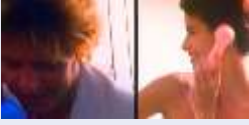
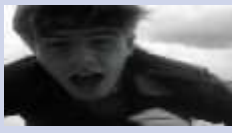
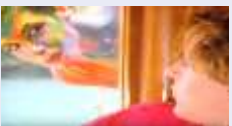
Media Language	[Textual Analysis Highlights]	Representation	Duran Duran - Rio
	The pin-hole close up of the lady's eyes as she gives a direct address to the camera reinforces the woman's intensity as if she is aware that she is being observed. The periscope vision has a voyeuristic quality. Her direct mode of address challenges the Male Gaze notion that women are passive objects. Close up of woman's eyes in the edited shot connotes that she is 'watching' you. This links to voyeurism.	Countertypes – whilst many gender stereotypes are upheld, there is evidence of a power struggle between genders. Whilst men pursue women in the MV, women ignore and reject men that attempt to woo them. There is also a role reversal of voyeurism, where women spy on the all-male band on the boat.	
	The over-the-shoulder shot of a man using binoculars to spy on an unassuming woman lying down in a bikini emphasises the voyeuristic nature of men who objectify women. The use of squares symbolises when men frame women like a work of art. Wide shot of the scenery and the woman's body links to Laura Mulvey's Male Gaze theory – the woman is objectified. Black box around her thigh connotes this, too.	Stereotypes – the MV conforms to patriarchal stereotypes of gender representation. Women are objectified by the male gaze (illustrated through photography and 'looking'). The male gaze appears to be voyeuristic, and encourages scopophilia.	
	The close up of a man in lipstick in aviator sunglasses with a reflection of a woman in a yellow dress shows that men continue to look at women, observing their beauty. The 80s 'New Romantic' style featured men with effeminate qualities. Often, these men were heterosexual, and such gender performance would be metrosexual. The portrayal of band members may appeal to the audience's Personal Identity Needs, as they identify with characters and their aspirational goals to seduce women.	Alvarado's Racial Stereotypes – all men and women in the MV are White-Caucasian, so the absence of ethnic minorities plays into White-dominant stereotypes of Eurocentric MVs. The location of Antigua for a paradise holidays plays up to foreign stereotypes of 'exotic' locations. Ideology – representations in the MV promote wealth (boats, suits, exotic holiday locations), glamour (women in bikinis), and romance between men and women. The video conforms to capitalist and heterosexual ideologies. Representation as a 'Star' – Duran Duran's elite status is cultivated through the use of costume (suits) and props (boats) as well as abstract art symbolism in the MV.	
	The medium two shot of a man being bitten by a crab whilst he attempts to woo a lady at the beach (who rolls her eyes then kicks him over) shows that men can be foolish and awkward, challenging the patriarchal ideal of male dominance. Intertextuality of 'James Bond' (Ursula Andress in 1962's 'Dr No') with woman walking out from water. Wide shot connotes the luxurious, exotic setting.	INDUSTRY	
	The direct address medium shot of a painted woman in the sea with green paint being splashed on her body has erotic connotations as she poses for the camera. She is presented as otherworldly and mysterious. The medium shot of a woman in a yellow dress posing on a tree as men observe her from a distance repeats the concept of the male gaze and the role of women as fashion focused.	Release: 1st November 1982, EMI Records. Record label: Capitol Records. Sales: 2.9 million copies in 6 countries. YouTube views: 9.7 million views. Genre: New Wave synth-pop music. MV Type: Performance/Narrative. Premise: Band on a sailboat to a tropical island and flirt with women who reject their advances but enjoy 'the chase'.	
	The long shot of all band members standing tall on the front of a moving yacht highlights their wealth, confidence and status. It is clear that Duran Duran want to emphasise their success and elite status with the symbol of sailing. The lyrics "her name is Rio and she dances on the sand" connects to the visuals in the MV, adhering to Goodwin's Music Video theory.	Music Television (MTV) as a channel formed in the 1980s and Duran Duran's Rio was one of the 'tent pole' music videos which advanced the channel.	
	The close up of a make-up mirror creates an effect where twisting the mirror reveals a direct address of a woman in the shot which reverses the representation of men observing woman, showing that women are looking back at the male gaze. Duran Duran may be representing a 'battle of the sexes' and the games that are played in courting between genders. Binary oppositions of woman vs man are established in the MV. Its resolution can be found in failing advances from men in courting rituals.		
	The superimposed two shot of a man (blue phone prop) and (pink phone prop) to each as the man attempts to flirt with her reinforces the pink/blue gender stereotype.		
	The black-and-white close up of a man with a rifle who bumps into a woman with a cocktail on her midriff acts as an action hero themed fantasy sequence. The black and white editing acts as an intertextual reference to the film 'Rambo'.	AUDIENCE	
	The close up of neon cocktails on a tray in the sea adds a surreal element to the representation of a luxurious lifestyle. Decadent representations of an exotic holiday with neon cocktails appeals to the audience's Entertainment Needs and desire for escape and diversion. Duran Duran's 'Rio' markets as aspirational lifestyle which appeals to Aspirers and Succeeders who see elite status as a symbol of success.	Target audience – New Romantics fans, Gen X (43-58 years old). Demographics – ABCI Professionals, often LGBTQ+ identities. Psychographics – Succeeders, Aspirers, Reformers.	
	The point of view shot of a man failing to pour champagne properly as a woman poses then rolls her eyes on the boat acts as a countertype to the Male Gaze theory. She is not passive in her self-objectification but empowered.	Uses & Gratifications Entertainment (escape/diversion) – the aspirational quality of the Antigua beach lifestyle as a bachelor allows spectators to escape into a utopian dreamworld. Surveillance (knowledge/education) – knowledge of New Wave/Synth Pop and New Romantic 80s pop music is key to appreciating Duran Duran music within its context. Personal Identity (identifying with role models) – the wealth and status of the band may cause fans to aspire to live like elites. Personal Relationships (status, community, interaction) – New Romantics formed a culture around this sub-genre of music which became a scene for underground music fans.	
	The medium shot of a woman winking at the camera as she observes the band on the boat implies that women are no victims of the male gaze. Duran Duran seem to be embracing the complex gender dynamics at play in the bachelor dating scene.	Reception Preferred – admiring 80s synth-pop and aspiring to live an elite, single life like the band. Negotiated – may question objectifying representations of women but endorse the feminist role reversals evident in the MV. Oppositional – reject the genre of music and the messages and values of the MV.	33

DURAN DURAN – RIO – MUSIC VIDEO TEXTUAL ANALYSIS EXEMPLAR

DURAN DURAN – RIO – MUSIC VIDEO TEXTUAL ANALYSIS EXEMPLAR				Language	Representation	Industry	Audience
Music video still	Denotation	Connotation	Effect	Additional			
	The pin-hole close up of a lady's smiling mouth...	...directs the audience's gaze women's body parts.	The MV premise conforms to Mulvey's Male Gaze : the idea that women are passive objects to be looked at for male pleasure (scopophilia).	• Release: 1st November 1982 EMI Records • Genre: New Wave synth-pop music. • MV Type: Performance/Narrative. • Premise: Band on a sailboat to a tropical island and flirt with women who reject their advances but enjoy 'the chase'.			
	The pin-hole close up of the lady's eyes as she gives a direct address to the camera...	...reinforces the woman's intensity as if she is aware that she is being observed.	The periscope vision has a voyeuristic quality. Her direct mode of address challenges the Male Gaze notion that women are passive objects .	Close up of woman's eyes in the edited shot connotes that she is 'watching' you. This links to voyeurism .			
	The pin-hole close up of her mouth as she laughs with a black background...	...connotes the mystery of the woman.	These initial shots create the impression of a theme surrounding the male gaze in relation to female characters who are elevated by their physical beauty.	Music Television (MTV) as a channel formed in the 1980s and Duran Duran's Rio was one of the 'tent pole' music videos which advanced the channel.			
	The binocular vision long shot of a broken mirror reforming in reverse time...	...highlights the role of vision being broken and re-established throughout the music video.	The symbolism of props such as broken mirrors acts as an enigma code for cryptic meanings. Duran Duran's video is influenced by modern conceptual art.	Antigua as a setting for video connotes the lavish lifestyle and celebrity of the band.			
	The over-the-shoulder shot of a man using binoculars to spy on an unassuming woman lying down in a bikini...	...emphasises the voyeuristic nature of men who objectify women. The use of squares symbolises when men frame women like a work of art.	Wide shot of the scenery and the woman's body links to Laura Mulvey's Male Gaze theory – the woman is objectified . Black box around her thigh connotes this, too.				
	The close up of a man in lipstick in aviator sunglasses with a reflection of a woman in a yellow dress...	...shows that men continue to look at women, observing their beauty.	The 80s 'New Romantic' style featured men with effeminate qualities. Often, these men were heterosexual , and such gender performance would be metrosexual .	The portrayal of band members may appeal to the audience's Personal Identity Needs , as they identify with characters and their aspirational goals to seduce women.			
	The medium shot of a posing woman in a purple dress with an angled framing...	...suggests that she may be at a fashion shoot.	Her gesture codes point to stereotypes of feminine beauty ideals (revealing dresses, poses to accentuate curves, grooming) and a gender performance that appeals to the male gaze (scopophilia).	Low angle shot allows audiences to be voyeurs of the fantasies which the band have.			
	The direct address mid shot of band members rolling red balls on a boat whilst wearing bright suits with back-combed hair...	...gives an impression of their style and fashion sense. Lime/yellow/blue/red silk suits by Andrew Price connote the wealth of the band and excels/style of the 80s.	Pink spots connote the weirdness of the band fantasy but also connote the bright colours of the 80's and femininity.				
	The direct address medium shot of a painted woman in the sea with green paint being splashed on her body...	...has erotic connotations as she poses for the camera. She is presented as otherworldly and mysterious.	The medium shot of a woman in a yellow dress posing on a tree as men observe her from a distance repeats the concept of the male gaze and the role of women as fashion focused.				
	The medium shot of a woman in a tight pink dress lying on the ground (her head not in shot) whilst orange paint is splashed on her...	...highlights a recurring motif of splashed paint on female bodies which has suggestive connotations.	'Cherry ice cream' lyrics mirror the low angle mid shot of the woman licking an ice cream. Links to Laura Mulvey's 'Male Gaze' theory .				
	The medium two shot of a man being bitten by a crab whilst he attempts to woo a lady at the beach (who rolls her eyes then kicks him over)...	...shows that men can be foolish and awkward, challenging the patriarchal ideal of male dominance.	Intertextuality of 'James Bond' (Ursula Andress in 1962's 'Dr No') with woman walking out from water. Wide shot connotes the luxurious, exotic setting.				
	The long shot of all band members standing tall on the front of a moving yacht...	...highlights their wealth, confidence and status.	It is clear that Duran Duran want to emphasise their success and elite status with the symbol of sailing.	The lyrics "her name is Rio and she dances on the sand" connects to the visuals in the MV, adhering to Goodwin's Music Video theory .			
	The point-of-view medium shot of windows inside the yacht...	...resume the theme of spying as people can be seen through the windows. However, it seems that men rather than women are being observed at this point. This challenges Male Gaze stereotypes and attempts to convey a role reversal .	The medium silhouette shot of a women posing in the sun in a long flowing dress returns the representation of women as objects of fashion.				

DURAN DURAN – RIO – MUSIC VIDEO TEXTUAL ANALYSIS EXEMPLAR

Language	Representation	Industry	Audience
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Music video still	Denotation	Connotation	Effect	Additional
	The close up of a make-up mirror creates an effect where twisting the mirror reveals a direct address of a woman in the shot...	...which reverses the representation of men observing woman, showing that women are looking back at the male gaze .	Duran Duran may be representing a 'battle of the sexes' and the games that are played in courting between genders.	Binary oppositions of woman vs man are established in the MV. Its resolution can be found in failing advances from men in courting rituals.
	The long shot of a woman on a makeshift island, sitting in luxury surrounded by a scorched sky and a butler who offers a phone to her from under the water...	...creates a surreal effect. This world is represented as unusually magical but still focused on flirtations between men and women.	The superimposed two shot of a man (blue phone prop) and (pink phone prop) to each as the man attempts to flirt with her reinforces the pink/blue gender stereotype .	
	The black-and-white close up of a man with a rifle who bumps into a woman with a cocktail on her midriff...	...acts as an action hero themed fantasy sequence. The black and white editing acts as an intertextual reference to the film 'Rambo'.	The extreme close up of a man stepping on a banana skin as a giant superimposed red ball hits him into the sea plays as slapstick comedy .	
	The medium shot of a man caught in a fishing net as a woman drags him to the shore...	...suggests that these men are slaves to their desire for these woman. The woman smiles as she takes the man in.	There is a role reversal between predator and prey in this scene, suggesting that gender stereotypes are being culturally subverted.	This sequence in the narrative acts as a countertype to patriarchal gender representation .
	The close up of neon cocktails on a tray in the sea...	...adds a surreal element to the representation of a luxurious lifestyle.	Decadent representations of an exotic holiday with neon cocktails appeals to the audience's Entertainment Needs and desire for escape and diversion .	Duran Duran's 'Rio' markets as aspirational lifestyle which appeals to Aspirers and Succeeders who see elite status as a symbol of success .
	The medium two shot of a painted woman peering at a man inside the boat...	...reverses the roles of voyeurism . The woman spies on the man, turning the tables on the male gaze .	It is possible that Duran Duran intend to subvert the male gaze . Her bird-like gesture codes adds a comic tone to the narrative/performance music video.	Her face painting reinforces the exotic connotations of the Antigua tropical location.
	The long shot of a saxophone player having a musical solo on a life raft with the backdrop of a scorched sky...	...emphasises the otherworldly make-believe quality of the music video. Slow motion shots on a resort landscape glorifies his musical ability.	The tilted angle POV tracking shot of a man's boat heading to the woman's boat has connotations of a pursuit. The canted angle has connotations of chaos, that represents the man's efforts to seduce the woman.	
	The point of view shot of a man failing to pour champagne properly as a woman poses then rolls her eyes on the boat...	...acts as a countertype to the Male Gaze theory . She is not passive in her self-objectification but empowered .	The point of view long shot of man visible on a horse through leaves implies that a woman is spying on a man. The horserider is represented as heroic and victorious	
	The close up of a woman covered in pink shampoo, arching her head to the sky...	...reinforces the theme of beauty and the image of women.	The medium shot of a man asleep on the boat, hiding his head in his hat highlights his lavish, luxurious lifestyle.	
	The centrally framed arrangement and medium shot of all band members standing tall on the front of a moving yacht...	...highlights their wealth, confidence and status. We are closer to them in this shot, suggesting that we are now encouraged to relate to the more.	The medium shot of a woman winking at the camera as she observes the band on the boat implies that women are no victims of the male gaze . Duran Duran seem to be embracing the complex gender dynamics at play in the bachelor dating scene.	