



CMNS 2140 Media, Representation and Society

October 22, 2026

News and events

**Thursday, October 29 6:00-
8:00**

Clocktower Theatre

*Beyond the Labels: Understanding
Neurodiversity*



Territorial Acknowledgeme nt



Where we're going today...

Past the obvious

Climbing the ladder

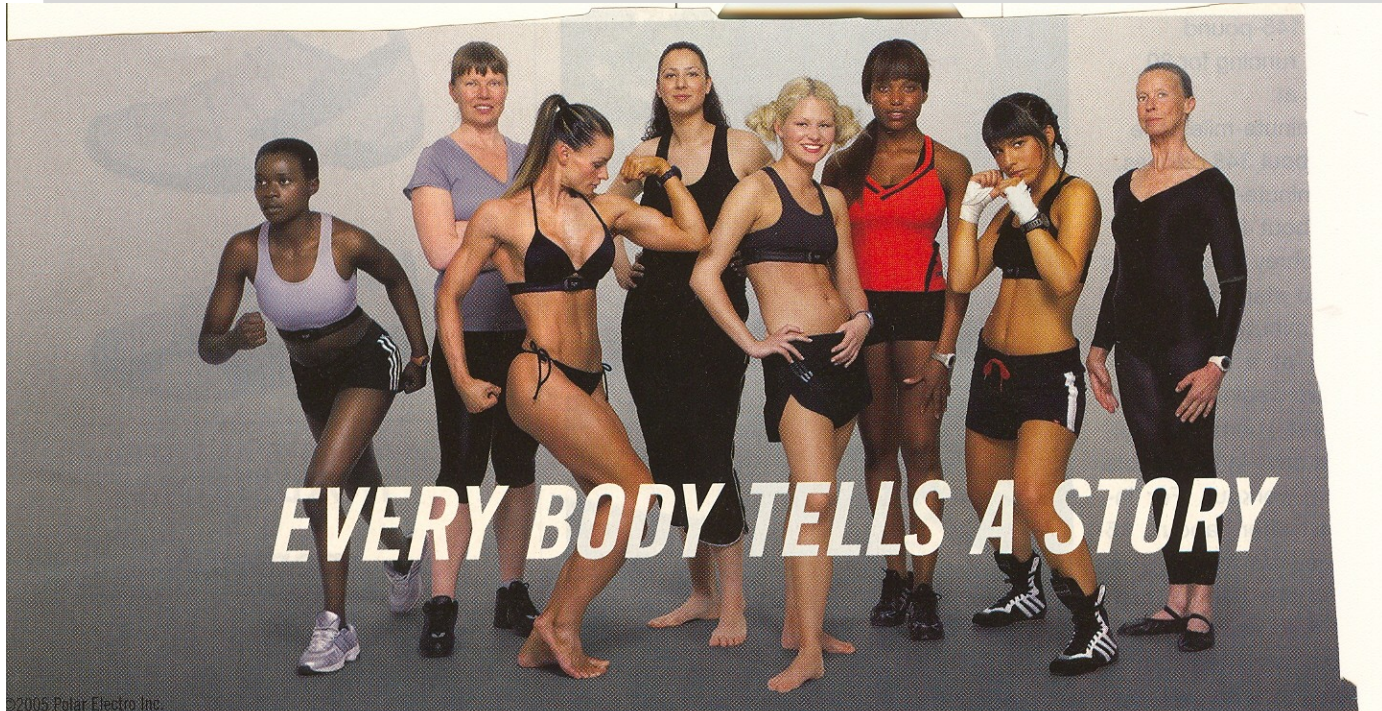
Three lenses

Gender, class and age in one ad

Your annotations

Plus submitting by Monday

Warm-up: what do you see?



EVERY BODY TELLS A STORY

©2005 Polar Electro Inc.



What's your body telling you?

Life is full of distractions. Getting in shape is not easy. You need to eat right and exercise effectively; but how do you know what's effective? Use a Polar fitness monitor and learn how to listen to your body, and make your exercise time, productive time.

To find out how, visit Polarusa.com/shape

POLAR
LISTEN TO YOUR BODY

3 minutes, on your own

Write down three things you notice in this ad.

Then compare with the person next to you.

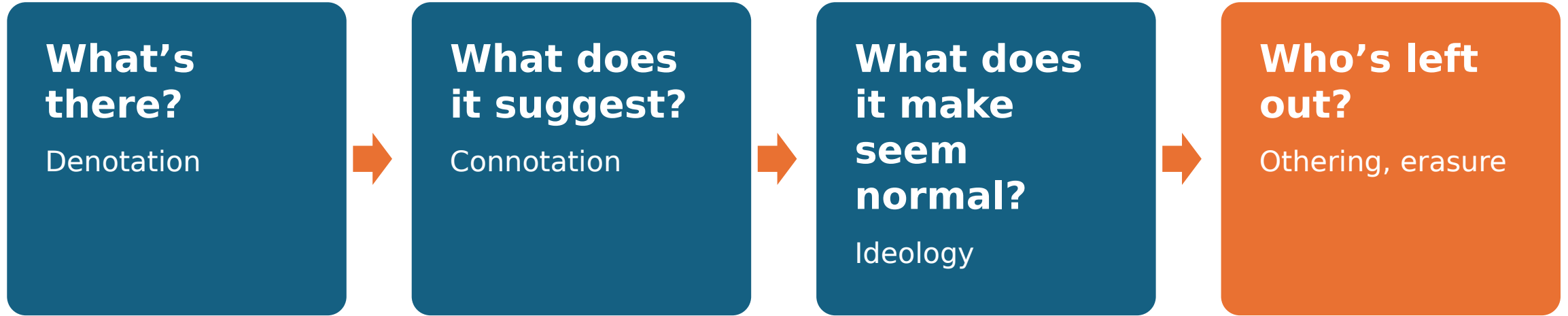
Did you describe what is there?

Or what it suggests?





Climb the ladder



Most of us stop at the first step. A Complete annotation climbs to step 3 or 4.

Two annotations, same ad

Which one climbs the ladder?

Each strong annotation has three parts: the choice, what it connotes, the concept.

Stops at step 1

“The ad shows a happy family. This is stereotyping.”



Climbs to step 3

“All four people are white, in a big suburban kitchen. It connotes comfort as the default. Ideology: a middle-class, two-parent home reads as normal.”

Same ad, three lenses

1

Gender

Who acts, and who is looked at? Who is in which space?



2

Class

What do the objects cost?
Who is working? Whose home is “normal”?



3

Age

Who is shown at all? Who is active, who is cared for, who is the joke?

Your group's job: 15 minutes, then report back

Two details up the ladder, plus one absence. One sentence each.

One image can carry several ideologies at once.

Try it: your own object

20

minutes

On your own. Pair up to check.

Aim for three annotations today. Each one reaches step 3.

1. Point to one specific choice.
2. Say what it connotes.
3. Name the concept: ideology, interpellation, othering, stereotyping or erasure.
4. Partner check: which step did it reach?

Draft your first sentence

This piece of media hails viewers as _____ by
_____, which makes _____ seem normal.

Required as the first sentence of Part B. Draft it now; you can change it later.

Submitting by Monday

5

minutes

Questions welcome.

Now due Monday, Oct 26, 9:00 a.m., on Moodle.

One PDF: Part A annotations, Part B analysis, and the object or a link.

Annotating a video? A VideoAnt link works. Share the Ant with me.

AI use follows our class AI guidelines (linked on the assignment page) and is disclosed.

Redo is always an option.

Next week

- Tuesday Oct 27: Indigeneity in media
- Screening: Reel Injun (NFB). Content note: historical racist imagery and references to violence, including Wounded Knee.
- Before Thursday, Oct 29: Watch North of North, Episode 1 (find it on CBC Gem website or app).
- Unit 2 due Monday, 9:00 a.m.