

Barthes: worksheet

concept two: ideology and the media

1. Barthes tells us that the media operates much like mythic storytelling. Barthes also tells us that myths are powerful for the following reasons - why?

Property of myths	Why does this invest myths with social power?
They are passed down from generation to generation	
They are anonymous	
They are allegorical	

2. Barthes argues that contemporary media products work much like ancient myths, constructing meaning through naturalisation, message reduction and by reinforcing existing power structures. Use the following table to define and explain the aforementioned effects:

Media products construct ideology through:	Definition of term
Naturalisation	
Message reduction	
By reinforcing existing power structures	