

Strauss: worksheet

concept two: ideological effects of binary oppositions

1. How do binary oppositions help to construct social norms?

answers:
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2. Use the following table to help you understand how oppositional states can be privileged to foreground a specific sets of ideas as socially acceptable

Medium	privileged opposition	non privileged opposition	social norms reinforced as a result
James Bond	James Bond/ security services	Bond's enemies	
TV News	Emergency services/ bombing victims	Terrorists	

3. Identify the privileged oppositions and ideological effects of two media products from your own viewing or reading.

Medium	privileged opposition	non privileged opposition	social norms reinforced as a result



Sun Front cover in the aftermath of the Manchester terrorist attack 2017