

Using your understanding of relevant ideas and concepts, investigate how linguistic features and contextual factors construct meanings in this text.

The manipulation of linguistic features by the producer in this article, present the hypocrisy of gender and the increasing relevance of male superiority in politics as painfully obvious, and as receivers we are almost ashamed that this goes uncommented on so often. The contextual factors that will have doubtlessly fueled the content of this article, shape the language used and the representations they form, as the producer of this text does this by writing about Bill Clinton as if he were his wife, Hilary.

Towards the beginning of the article, underneath a photograph that exists alongside a series of graphology that takes any power away from him that the content has not, as they capture him looking delicate, fragile and rather naive, the producer writes, "But Bill showed them all. The Arkansas born 69- year-old showed age doesn't matter as he wowed the audience with a sharp two-button suit with wide lapels.". As the producer uses Bill's age as his term of address, immediately after stating that age doesn't matter, confronts the idea that whilst impossible standards being held against women, like the expectation that they should be literally timeless, and that



Miss R Camsell
16:01 6 May

Resolve

Well done, clear understanding of the main idea in the article

document depicts using stress to mark the creation of the state children's health insurance programme, the Adoption and Safe Families Act and the Foster Care Independence Act, the majority of Hilary's media coverage focused on her appearance and relationship with Bill, and this text points out both the absurdity and the frequent nature of women's accomplishments being blatantly overlooked.

Further into the text, when the producer writes, "His stylist (still kept secret from the media), deserves a round of applause", this epitomizes everything that the article has set out to expose. Throughout the whole text, a stylist who has not even been named, has been given more praise than Bill. The producer knows all too well that articles like this are overlooked, because if anything, they appear complimentary, and that causal sexism is fully ingrained into society, so much so that it takes a role reversal, in which a male is objectified and undermined, to point this out. The only powerful and political related use of lexis is when Bill's smile is described as "winning". When the media have decided that the focus of their texts will centre around Bill's marital status and appearance, and society's stereotypes continue to be unhesitantly formed by this, the Bill in this article, and women in general, have no hope at winning anything. The mocking used purposefully by the producer who knows this, gives receivers a sense of taunting that goes without being confronted. To continue the idea that every character in the article gets more praise and recognition than Bill himself, the producer writes, "But reportedly, Hilary takes a real interest in Bill's work, just as much as she does her own". In this, it becomes almost comical how an article that is supposedly focusing on Bill, manages to present him as nothing more than a pretty face and a distraction for Hilary. Despite being elected as the first female senator in November 2000, after months of unwanted media attention regarding her husband's affair with another woman, Hilary's achievements continued to be undermined, and made into a sideshow for her husband's political progress. The way the producer of this text compliments Hilary in



Miss R Camsell
16:02 6 May

Resolve

Very perceptive and original contextual links - well done Lily



Miss R Camsell
16:02 6 May

Resolve

use terminology



Miss R Camsell
16:03 6 May

Resolve

use terminology



Miss R Camsell
16:03 6 May

Resolve

again, apply terminology

this, it becomes almost comical how an article that is supposedly focusing on Bill, manages to present him as nothing more than a pretty face and a distraction for Hilary. Despite being elected as the first female senator in November 2000, after months of unwanted media attention regarding her husband's affair with another woman, Hilary's achievements continued to be undermined, and made into a sideshow for her husband's political progress. The way the producer of this text compliments Hilary in delighted surprise as she supports Bill in his work, successfully concludes the frustration of the role reversal. The constant use of backhanded compliments, mirror the media's genuine representation of



Miss R Camsell
16:03 6 May

Resolve

again, apply terminology



Miss R Camsell
16:04 6 May

Resolve

good application of contextual details



Miss R Camsell
16:04 6 May

Resolve

Excellent ability to take a critical stance on the text

women painfully accurately, and the producer fills the receivers with a sense of guilt at the fact that these patronising insults are only obvious when used on a man.