Strauss: worksheet

concept one: binary oppositions

1. What sort of stories did Levi-Strauss analyse before he arrived at his ideas regarding binary oppositions?

2. Why does Levi-Strauss suggest humans developed thinking structures that used binary oppositions?

answers: page 15

2.1 Think about it: do humans organise the world using binary thinking?

Can you think of any further evidence that would reinforce the idea that humans naturally organise the world using simplified binaries?

What kinds of media products are particularly prone to using binary oppositions? In what ways do your set texts use oppositions?

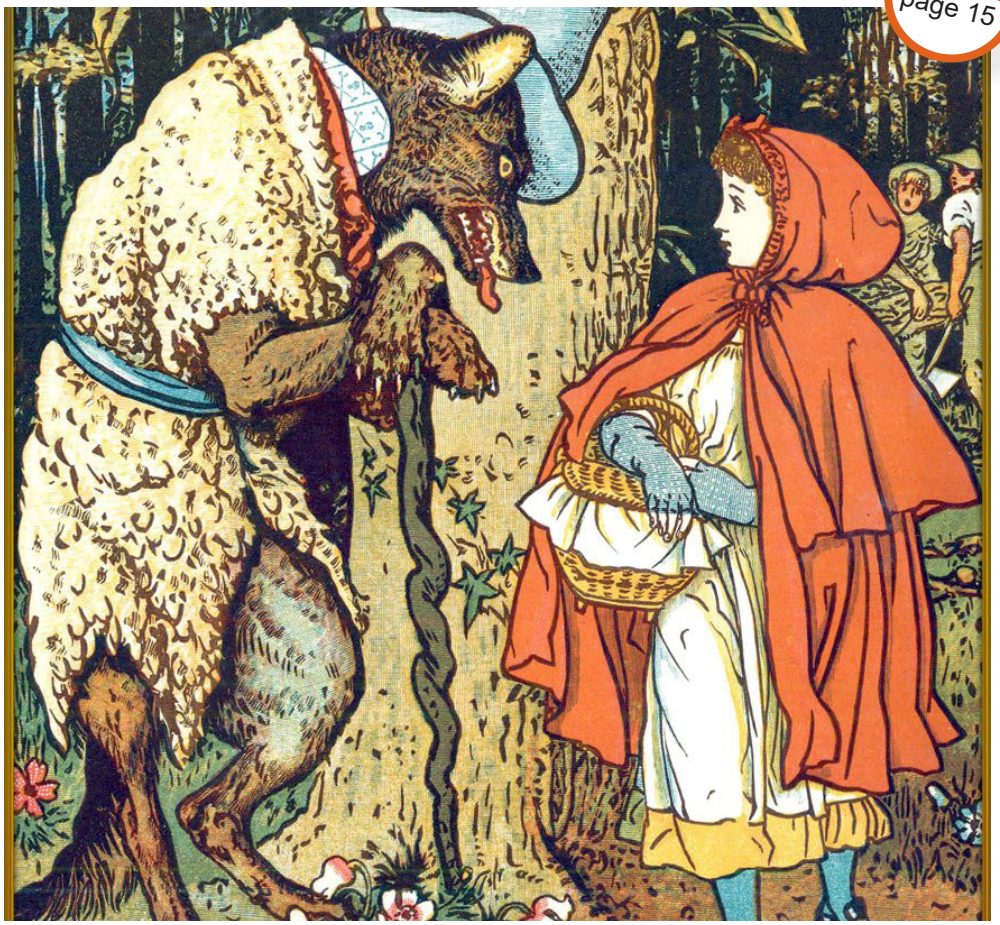
Do any of your set texts resist simple binary oppositions?

Revise it: chapter 2 page 15-20

3. Fairy tales are classic examples of stories that use binary oppositions - often offering readers oppositional characters. In what ways are Little Red Riding Hood and the Big Bad Wolf oppositional?

character	Character traits, appearance and behaviours
Little Red Riding Hood	
The Big Bad Wolf	

answers: page 15



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4. Use your own experience of a fairy tale to identify a character opposition

character	Character traits, appearance and behaviours
Character 1:	
Character 2:	

5. **According to the revision book, binary oppositions are used to order contemporary human experience.**
Can you think of your own examples of binaries that we use to order human experience?

6.**Characters, narratives, product aesthetics and even genres are encoded using binary oppositions.** Complete the following table to help you gain a working knowledge of how and why these features are organised using binary oppositions:

	How do they use oppositions and for what reasons?
Character:	
Narrative	
Stylistics	
Genre	

answers: page 16

7. What potential four effects might media oppositions have on their audiences according to the revision book?

answers: page 18

Effect	Your explanation
Explication effects helping audiences to understand:	
Audience engagement compelling audiences to consume a product	
Character delineation helping audiences to identify characters	
Genre encoding helping producers to construct genre driven products	



Stranger Things: nerd/cool kid opposition. Character oppositions often extend to secondary characters