**In her book “Visual Pleasure and Narrative Cinema” Laura Mulvey discussed how the audience is put into the perspective of a heterosexual man.**

**She argues that women are used as “sexual objects” to be admired for their “physical appearance”. She goes on to argue that women play inferior roles – which links to Propps’ theory of the “damsel in distress”/princess character archetype.**

**Furthermore, she argues that men tend to be portrayed in more positive ways due to the patriarchal nature of the media industry.**



What positive representations of men are constructed on the poster of the 1975 Bond Poster?

What evidence is there to support these representations?

How do these representations conform to the Male Gaze Theory?

How have women been represented in this movie poster?

What evidence is there to support these representations?

How do these representations conform to the Male Gaze Theory?

Are there any representations of women on the poster that subvert the theory?



What positive representations of men are constructed on the poster of the 2015 Bond Poster?

What evidence is there to support these representations?

How do these representations conform to the Male Gaze Theory?

How have women been represented in this movie poster?

What evidence is there to support these representations?

How do these representations conform to the Male Gaze Theory?