



Activity N°9: “Bend it like Beckham”: *analysis of a fictional story with regard to sport and diversity issues*

Analysis
Italy



Key words: *Opinions / Diversity / Image*

Target groups:

- Journalism students
- Professional journalists
- Other media professionals
- Media literacy trainers

Duration: 7 hours spread over several sessions

Context: The film *Bend it like Beckham* offers encouragement to give thought to the values of sport and to diversity issues. This film analysis activity leads to creativity and discussion within the group. Focusing on the fictional story of a film, this exercise can easily foster discussion without entailing “self-criticism”.

Objectives:

- **To analyse a fictional film**
- **To encourage the expression of points of view and opinions through various modes of expression**
- **To raise awareness about the multi-faceted dimension of diversity (gender, culture, physique, etc)**

Equipment:

- projection equipment
- computers with video editing software
- Internet-enabled computers or mobile devices

Media resources: *Bend it like Beckham*, a British film made by Gurinder Chadha, 2002

Observation: Ensure that the film is of high quality and that images can be exported (either from the original DVD or on line).

Organisation:

Class configuration	Time in minutes	Sequence of activities
GR	2 hours	Introduce the activity by explaining the story of the film. Watch the film with the participants.
PRS	15'	Form sub-groups and identify the themes of the film and the views of the writer.
GR	20'	Present the various themes and discuss them within the group.
GR /IND	30'	Put the ideas arising from the discussion on social media (blogs, social networks, micro blogging sites, etc). This can be done in groups or individually. Invite participants to continue their discussions on line.
GR	20'	Give an introduction to video production, helping participants to identify the objectives and characteristics of the film's trailer.
PRS	3 hours	Using available images from the film, ask the sub-groups to design a trailer based on the ideas that have emerged from the previous discussions (on and off line).
GR	30'	Show the different trailers made in the sub-groups and the film's original trailer. Compare and discuss production processes and results. Compare cinematic fiction and journalism in terms of diversity and nondiscrimination.

Variants: The activity could be focused solely on the analytical aspect. Social media (blogs, Twitter, etc) could be used while participants are in attendance. For example, during the discussion on the themes of the film, participants could simultaneously "tweet" any important points made during the discussion or arising in the activity (Backchannel). Media literacy trainers who wish to extend the activity by analysing roles, results, opportunities, obstacles and the different ways in which opinions are expressed (during the group discussion, through social media, by producing a video, etc) are invited to do so.

Suggested follow-up activities:

This is the final activity of the **Images** Unit.

Sport Unit: Activity n°21. Reporting on a non-event