

IMAGES, PORTRAYALS, VALUES AND COMMON MESSAGES

IN THE MOVIES: *MEAN GIRLS* AND *THE CLIQUE*

A Research Paper

Presented to

The Department of Languages, Mass Communication and Humanities

Central Philippine University

Iloilo City

In Partial Fulfillment of the Requirements

in MassCom 325 (Research Paper in Mass Communication)

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March 2012



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ABSTRACT

The study is an analysis on the images, portrayals, common messages and values that are present in the movies: *Mean Girls* and *The Clique*. Through the researcher's study, the two films discussed the costume, dialogue and setting. The two movies provide different aspects of inappropriateness. In terms of images, both movies showed the five most common images portrayed such as being assertive, snobbish, spoiled, manipulative and fake (backstabbing and scheming). The portrayals in both movies showed five similarities like the characters that of: a queen bee which is considered to be the leader of the group; a clique member, a follower of a queen bee; a new girl, the one that wants to belong to a clique; an outsider, they hang-out with their fellow outsiders; lastly, the wannabes who make their own clique in order for them to feel like they belong. Values and Common messages present were also counted based on how many times it was shown in both movies. The researcher concluded that the two movies: *Mean Girls* and *The Clique* provide different kind of inappropriateness. This inappropriateness is determined by their age on how they dress and the language they speak. The portrayals of the characters in both movies showed that bullying is prevalent in school and workplace. One of the recommendations is that future researchers may conduct a survey according to how these movies affect teens in their personality development in terms of dealing with their identity at home, in school, and within themselves.