



I, DANIEL BLAKE - KATIE'S STORY: MOTHERHOOD AND MARGINALISATION

School of Social Sciences
Screening - I, Daniel Blake
Thursday 30th March 2017
Birt Acres Lecture Theatre
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KATIE'S STORY

Mediated motherhood

Impacts on public perceptions and social policy

Poverty

Everyday inconveniences and small miseries

Sacrifice



STIGMA, CLASS AND MOTHERHOOD

Figure of chav mum circulates within a wide range of media, celebrity media, reality television, comedy programming on British television, consumer culture, print media, literature, news media, films, and “chav hate” websites.

Through the figure of chav a new publicly sanctioned wave of middle-class contempt for the lower classes is bodied forth

Impacts on public perceptions and social policy

Class is not a protected characteristic

COMEDY VALUE?



CHAV MUM, CHAV SCUM

urbandictionary (n.d.) defines pramface as, “a woman who looks so young she ought to be pushing a pram around a council estate in the shittiest part of town.” The chav mum or pramface, with her hoop earrings, sports clothes, pony tail (“Croydon facelift”) and gaggle of mixed race children, is the quintessential sexually excessive, single mother: an immoral, filthy, ignorant, vulgar, tasteless, working-class whore.



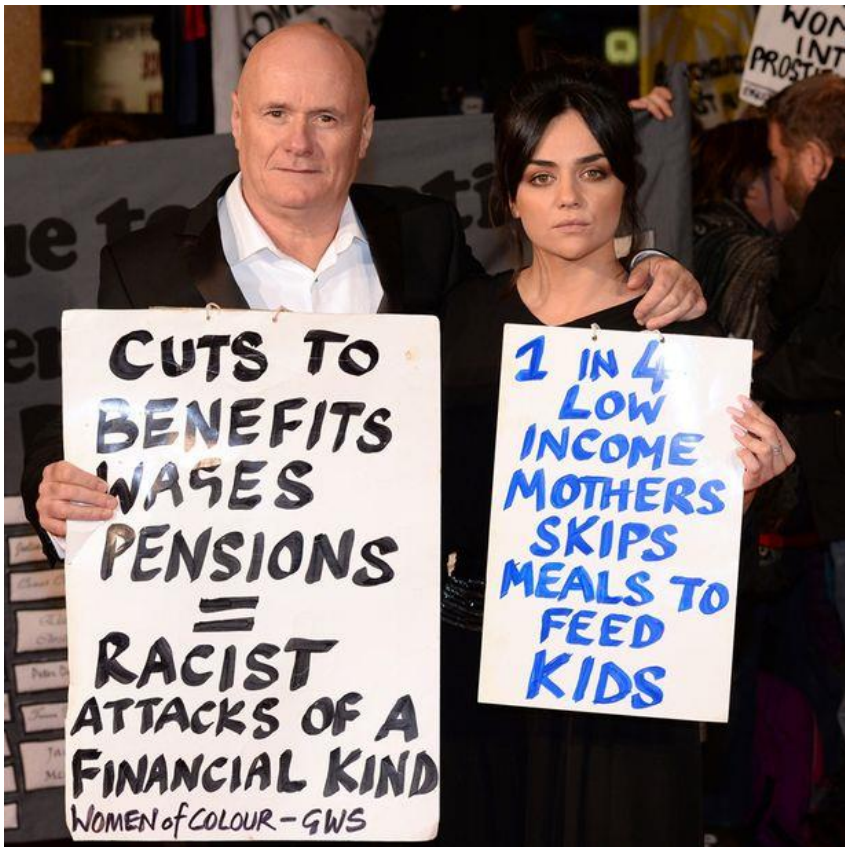
ONLINE IMAGE ANALYSIS - MOTHERS



IMPACTS ON PUBLIC PERCEPTIONS - DISRESPECT



POVERTY



EVERYDAY INCONVENIENCES AND SMALL MISERIES

It has been raining and I am waiting for her outside her house and when she arrives we go inside. Before the interview Mally said I will have to put the radiators on to dry my shoes as they are soaked through with rain, and she puts her shoes on the radiator. I've only got one pair she explains, there is never any money left for me after the kids. This is the reality of living on low income, having to walk around in wet shoes. When your income gets higher you forget about these things, the everyday inconveniences and the small miseries. I have walked around with holes in the only shoes I've got, wet, cold feet and bronchitis on top. It becomes normal at the time and is forgotten when you have more shoes than you really need.

ACCEPTANCE, SACRIFICE AND COST



CONCLUDING THOUGHTS

It takes a story to make a change...

Barthes conception of punctum

Public as resonant of a pain alliance

Passive ideal of empathy

‘dangerously close to the appropriation of someone else’s experience’

Repetition of visual tropes – more stigma, laughter and blame

Moving but little movement...?

For new generations...what will be beyond the door?



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