



## Case Study- Tomb Raider

Tomb Raider is an ongoing multi-media franchise which began with an action-adventure video game series originally published by British gaming company Core Design. The Tomb Raider brand was owned by Eidos Interactive, and then by Square Enix after their purchase of Eidos in 2009. The franchise centres on English archaeologist-adventurer Lara Croft, who searches the globe for lost artefacts and whilst exploring hazardous tombs and ruins. The gameplay generally focuses around action-adventure exploration of environments, solving puzzles, navigating hostile environments filled with traps, and fighting numerous enemies.

Alongside being praised for pioneering female characters in video games, she has also been the subject of controversy due to her sex appeal being used for marketing (<https://www.futuregamereleases.com/rise-of-the-tomb-raider-20-years-anniversary/>).

[Lara Croft] the 'girl power' icon dreamt up by video-game boys is 100 per cent tough, resourceful and successful.

David Gauntlett

Look at the images on the sheet entitled Lara Croft through the ages.

From top left: In game image, promotional image Tomb Raider (1996), Tomb Raider 2 cover (1997), Film Poster (2001), Tomb Raider (2013) in game image, Rise of the Tomb Raider (2015) in game image, The Last Revelation (1999) in game image, Chronicles (2000) cover.

Make notes on how:

The representation has developed or stayed the same.

What **iconic traits** are reinforced across the images?

What is Lara Croft doing in each image? Is she **active or passive**?

What is the **preferred reading** of the image? How is the **audience positioned**?

Who is the **preferred audience** for each representation?

In what ways can you identify how **production values** have influenced the development of the image?

How does **media language** (camera angle, mise-en-scene) contribute to the meaning of the image?

Access the article from The Telegraph dated 26th February 2013.

<http://www.telegraph.co.uk/women/womens-life/9893950/Lara-Croft-in-Tomb-Raider-I-dont-need-reminding-that-shes-a-woman.htm>



Summarise the article.

- List the points that the writer makes about Lara Croft's changing representation.
- What ideologies has the character embodied? Could these ideologies differ depending on audiences?
- Using the article and your own understanding, explain how Lara Croft's representation has been used within the media.
- How far is [David Gauntlett's above observation correct?](#)