

bell hooks on intersectionality

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popular culture critiques like of Beyoncé:

- *the image of... very powerful black female... in the service of imperialist, white supremacist, capitalist patriarchy*
- *I don't think you can separate her class power and the wealth, from people's fascination with her*



What are stereotypes?

What are stereotypes?

- overly simplified (sometimes false) conceptions, images or beliefs about individuals and specific social groups
- Walter Lippmann coined the term as we use it in social psychology—1922 book *Public Opinion*
- in feminism and popular culture?
expose and subvert stereotyped representations to
dismantle inequities in privilege and power



fandom studies

- Studies of fans who engage beyond simple consumption
- Henry Jenkins, *Textual Poachers: Television Fans and Participatory Culture*, 1992— pioneer in writing about fandom from an academic perspective

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THEY STARTED 'SLASH'

Have you ever stopped to ask yourself, "How?"



Brittany Diamond

1976 *Alternative: The Epilog to Orion*



ethnographic studies

- qualitative method meaning ‘writing about people groups’
- participant observation and interviews
how individuals and groups understand, integrate, form communities, and impact media
- Janice Radway, 1984, *Reading the Romance*— study of the romance readers of “Smithton” through interviews

