

## Getting to Know Each Other: GWS Experience

How many Gender, Women's and Sexuality (GWS) courses have you taken (before this semester)?

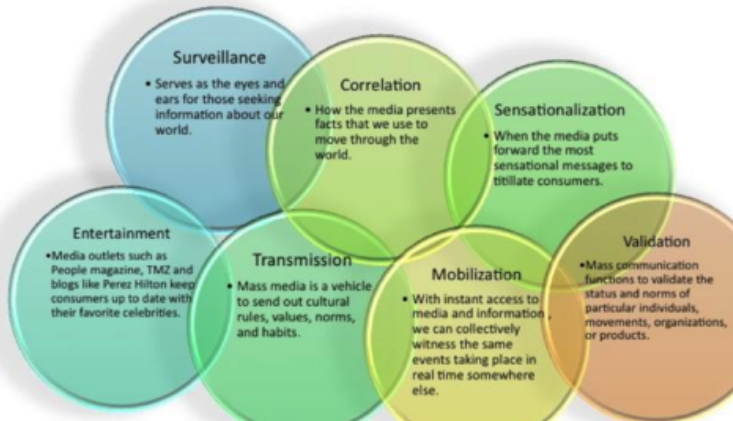
- a) none
- b) one
- c) 2–3
- d) 4–6
- e)  $\geq 7$



## Mass Media and Popular Culture Coursework

How many courses focused on mass media and/or popular culture (in any department)?

- a) none
- b) one
- c) 2–3
- d) 4–6
- e)  $\geq 7$



# Getting to Know Each Other: College Classification

What class are you?

- a) freshman
- b) sophomore
- c) junior
- d) senior
- e) other



## Getting to Know Each Other: Sexual Orientation

What sexual orientation(s) do you identify with?

- a) bisexual
- b) heterosexual
- c) lesbian or gay
- d) more than one of the above
- e) other



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# Getting to Know Each Other: Gender

What gender(s) do you identify with?

- a) female
- b) genderqueer/non-binary
- c) male
- d) more than one of the above
- e) other

<b>BIGENDER</b> IDENTIFYING AS TWO GENDERS	<b>GENDERFLUID</b> GENDER CHANGES	<b>TRIGENDER</b> IDENTIFYING AS THREE GENDERS	<b>NEUTROIS</b> GENDER NEUTRAL
<b>AGENDER</b> NO GENDER <small>* ALSO GENDERLESS OR NEUTROIS</small>	<b>ANDROGYNE</b> HAVING BOTH MASCULINE AND FEMININE QUALITIES	<b>DEMIGIRL</b> IDENTIFYING PARTIALLY AS GIRL BUT NOT WHOLLY	<b>DEMIGUY</b> IDENTIFYING PARTIALLY AS GUY BUT NOT WHOLLY
<b>TRANSGENDER</b> IDENTIFYING AS A GENDER OTHER THAN THE ONE ASSIGNED AT BIRTH	<b>CISGENDER</b> IDENTIFYING AS THE GENDER YOU WERE ASSIGNED AT BIRTH	<b>GENDERQUEER</b> OUTSIDE OF THE GENDER BINARY	<b>NON-BINARY</b> OUTSIDE OF THE GENDER BINARY <small>* USED AS AN UMBRELLA TERM OR AS ITS OWN IDENTITY</small>

## *Popular Culture/Mass Media*

- historically: opposition to “high” culture for the elite
- inclusive definition: popular  
examples: television shows, “popular” books, video games, and even advertising

### Why Study It?

- mass consumption—broad reach
- reveal & reflect current social conditions and shape society



THE INTERNATIONAL BESTSELLER



↓ ↓ ↓

## THE USER ILLUSION

CUTTING CONSCIOUSNESS  
DOWN TO SIZE

TOR NØRRETRANDERS

## Sub-conscious Bandwidth

(millions of bits per second)

0 1 2 3 4 5 6 7 8 9 10



## Conscious Bandwidth

(bits per second)

0 5 10 15 20 25 30 35 40





## *Feminism*

Which best describes your reaction to the statement:

“I am a feminist”

- a) What's a feminist?
- b) I strongly agree
- c) I somewhat agree
- d) I somewhat disagree
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Take notes on the TED video:

- disagreed with
- surprising
- relates to your own life
- questions

## *Academic Language and Content Warnings*

Profanity is embedded in popular culture: F-word, N-word...

Academic Language: Respect? Would I say it to my employer?

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**Academic Language: Respect? Would I say it to my employer?**

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Reappropriated as positive terms of **self-reference**:

- *Dykes to Watch Out For* comic strip
- *Bitch: Feminist Response to Pop Culture* magazine

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Instances of triggering can happen when somebody is exposed to media. I will try my best to give prior warning of content and I encourage you to talk to me about this. For more information, see <http://everydayfeminism.com/2015/06/guide-to-triggering/>  
**content warning**: Very brief mentions of violence and sexual violence. No imagery warnings.

- representations of gender in the media and popular culture
- definitions, stereotypes and contradictions about the feminist label itself—including in popular culture
- inclusivity and intersectionality: sexuality, class, race, bodies...
- personal contradictions, such as her own enjoyment of degrading representations
- activism related to feminism and popular culture





- **social construction of gender**: Gender is socially constructed in media and popular culture.
- **privilege and oppression**: Systems of privilege and oppression profoundly shape individual lives. Gender representations in media and popular culture play a role in the production and maintenance of normative values as they reveal, reflect and shape society.
- **feminisms, feminist theories and feminist research**: There are a broad range of critical and theoretical approaches, each that contribute in understanding gender and popular culture.
- **intersectionality**: Gender intersects with other relations of power and structure and different groups benefit from or are disadvantaged by institutional structures. Overlapping categories of identity profoundly shape our experiences within institutions and society.
- **social change**: GWS prioritizes social change and we can make a difference, both individually and as a group.

I THINK I'M ADDICTED TO FEMINIST MEDIA CRITICISM.

I WILL NEVER ENJOY SOMETHING QUIETLY AGAIN.

UGH, THAT SONG IS SO SEXIST.

OH GOOD, A FAT JOKE.

THIS VIDEO GAME IS FULL OF RACIST STEREOTYPES.

THIS AUTHOR IS AN MISOGYNISTIC ASSHOLE.

KARA PASSEY - 2012