Dr. Sarah's GWS 3350: Gender, Media & Popular Culture

Influential People and Institutional Structures A Variety of Critical and Theoretical Approaches

This list is meant to highlight some of the diverse approaches rather than be all inclusive. This is in development. Do you have an entry we should add to this list? Let me know!

- 1. Bechdel test (Alison Bechdel, 1985)
- 2. body images and popular culture (Susan Bordo, 1993)
- 3. culture jamming gender (Barbie Liberation Organization, 1993)
- 4. encoding and decoding model of communication (Stuart Hall, 1973)
- 5. ethnographic cultural studies (Janice Radway, 1984)
- 6. fandom studies (Henry Jenkins, 1992)
- 7. Feminist Frequency (Anita Sarkeesian, 2009)
- 8. gaze (Laura Mulvey, 1975)
- 9. Geena Davis Institute on Gender in Media (Gina Davis, 2007)
- 10. gender performativity (Judith Butler, 1990)
- 11. gender media monitoring (Global Media Monitoring Project (GMMP), 1995)
- 12. gender schema (Sandra Bem, 1981)
- 13. gender: social construct (Erving Goffman, 1976; Candace West & Don Zimmerman, 1987)
- 14. Global Alliance on Media and Gender (United Nations Educational, Scientific and Cultural Organization (UNESCO), 2014)
- 15. intersectionality (bell hooks, 1981)
- 16. media conglomerates (Thomas Edison, 1907–1908)
- 17. Media Education Foundation (Sut Jhally, 1992)
- 18. Motion Picture Production Code (1930–1968)
- 19. power structures in popular culture (John Fiske, 1980s)
- 20. Social Cognition Theory (Albert Bandura, 1960s)
- 21. stereotype (Walter Lippmann, 1922)
- 22. TV Tropes (Fast Eddie, 2004)
- 23. Vito Russo test and Studio Responsibility Index (GLAAD, 2013; Vito Russo, 1981)
- 24. ways of seeing (John Berger, 1971)
- 25. zines (Riot grrrl, 1990s)

Write out *limitations*, *controversies*, *usefulness*, *definitions*, *big picture ideas*, *and/or examples* (whatever you would find the most helpful to be able to internalize and apply these).

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