



# Feminist media studies + 10

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# Digital media

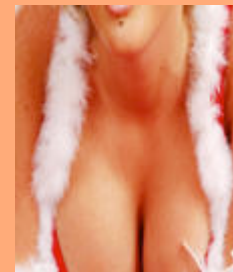
- **Internet**
  - History – male/masculine
  - Present – consumer/entertainment/hybrid
- **Games**
  - Boys culture
  - Girl game movement
- **Mobile**
  - Services – news, sports
  - Entertainment – boys market

# ‘Killer applications’

- **Early adopters**
  - Boys, men
  - Pornography
- **Mass market**
  - Boys, men
  - Competition, fight
- **Women’s uses**
  - communication

# Example

- Big Brother Germany
- Convergence of technologies
- SMS formats



# Digital texts

- Double text:
  - Technology is text
    - Image of PC
    - Image of mobile
  - Technology contains text
    - Words
    - Audio
    - Visuals
    - Narrative
- Gendered in both ways

# Gender of the machine

- ICT is male
  - Math, technology
  - Nerds
- PC code: male
  - Possession, skills
  - Domestic space and use
- PDA: male
- Mobile: male/female
- Television: male/female
- VCR: male

# Gender in the machine

- Gender and genre
- PC is male, internet is male?
  - Genres
  - Applications
- Consoles male, games male?
  - Genres
  - Markets
- Mobiles mixed, genres mixed?

# Internet

- Not a universal outcome
- ‘Mass media’
  - Similar images and narratives
- Interactivity + communication
  - Language
  - Group behaviour
- Self presentations
  - Traditional gender



# Games

- Genres
  - Fps, adventure, role playing, race, etc.
- Overall
  - Characters male
  - Women absent or victims
- Lara Croft
  - Bodily excess
- Girl games
  - Pink
  - Niche markets

# Mobile

- Hypeless ubiquity
- Young users, male and female
- Expanding applications
- Expanding commercial services
  - News
  - Sports
  - Entertainment
  - Male?

# Research

- Content analysis and semiotics
  - Partly predictable outcomes
  - But utopian media
- Niche genres most challenging
  - Cultural play, rrriot grrls, etc.
  - Female markets
- Self presentations and gender discourse