



# Feminist media studies + 10

**Liesbet van Zoonen**

Professor of Media and Popular Culture

University of Amsterdam



# Gendered audiences

- **Audience key to fms project**
  - Stereotypes - socialization
  - Pornography – imitation
  - Ideology – false consciousness, acceptance
- **Questions**
  - Popular culture pleasures?
  - Looking down on audiences
- **Cultural turn**
- **Poststructuralism**

# Methodology and method

- **Methodology:**
  - Media use is technology of gender
  - Ethnographic intent
  - Close to subjects
  - Researcher reflexivity
- **Methods:**
  - Interviews, observations, focus groups, diaries, self presentation
  - Discourse analysis

# Classic: Radway

- **Reading the romance**
- **Use and interpretation = reception**
- **Multimethod**
- **Use**
  - Signals private time
- **Interpretation**
  - Caring hero
- **Reception**
  - ‘feminist’ criticism

# Use: everyday lives

- **Family contexts**
  - Gender dynamics – work vs. leisure
- **Family media use**
  - Program choice
  - Preference and appreciation
  - Viewing style
  - VCR
- **Constructing gender through media use**
- **Family and media = mutual shaping**
- **Women's genre: soap**

# Interpretation: soap

- **Escapism? Fairy tales, fantasy**
  - Cultural pessimism
- **Emotional realism (Ang)**
- **Social bonding (Hobson)**
  - Workplace culture
- **Detached and involved viewing**
- **Cultural differences**

# Women's pleasures

- Daytime soap scheduling
- Narrative structure
- Themes
- Style
- Sensible women
- Transgressive pleasures

# Gendered research

- **Public knowledge, male**
  - News and current affairs, Europe
  - New media and democracy
  - Media policy
- **Popular culture, female**
  - Soap
  - Women's magazines
  - Girl stars
- **Few crossovers**





# Agenda

- Women and public culture
- Men and popular culture
- New media
- Confluent media
- Family cycle and situation
- Gender and ethnicity
- .....

# New projects

- **Family media**
  - New television and internet in the family
  - Active audiences and gendered voting
- **Ethnicity**
  - Pop culture and clothing styles of girls
- **Celebrity politics**
  - Female and male politicians