



Feminist media studies + 10

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Not covered

- **Male and female gaze, film theory**
- **Gender in particular genres:**
 - News,
 - Film
 - Music videos
 - Popular culture
- **But: approach instead of outcomes**

Approach

- **Gender and media:**
 - Coproduction of gendered meanings
 - Technology of gender
- **Negotiated ‘moments’**
 - Social and cultural contexts
 - Actor networks in production and reception
 - Text is polysemic by definition
- **Gender = gender**
- **Gender and power = feminist**

Feminism or gender?

- **Your questions:**
 - Feminism or gender?
 - Different kinds of feminism?
 - What is a real feminist?
 - Is equality possible?
 - What is my view?

Conclusion

- **Feminist media studies 12 years later**
 - Ambiguous images, postfeminism
 - New technologies, old stories
 - Existing models and methods still helpful
 - Encoding and decoding in particular
 - Gender as construction/performance
 - Media as technologies of gender
 - Changes in feminism

Books

- **GENERAL**

- Hollows, J. (2000). *Feminism, femininity and popular culture*. Manchester: Manchester U. Press.
- Hollows, J. & Mosely, R. (eds)(2006). *Feminism in popular culture*. Oxford: Berg.
- Hermes, J. (2005). *Re-reading popular culture*. Oxford: Blackwell
- FEMINIST MEDIA STUDIES, THE JOURNAL

- **TELEVISION**

- Akass, K. & McCabe, J. (eds)(2004). *Reading 'Sex and the city'*. London: I.B. Tauris.
- Projanski, S. (2001). *Watching rape. Film and television in postfeminist culture*. New York: New York U. Press.
- D'Acci, J. & Spigel, L. (eds)(1997). *Feminist television criticism*. Oxford: Oxford U. Press.
- Brunsdon, C. (2000). *The feminist, the housewife and the soap opera*. Oxford: Oxford U. Press

Books

- **NEWS AND POLITICS**
 - Carter, G., Branston, G. & S. Allen (eds)(1998). News, gender and power. London: Routledge.
 - Sreberny, A. & Van Zoonen, L. (eds)(2000). Women, politics and communication. Cresskill, NJ: Hampton Press.
- **GAMES**
 - Cassell, J. & H. Jenkins (eds)(1998). From Barbie to mortal kombat. Gender and computer games. Cambridge MA: MIT Press.
 - Graner-Ray, S. (2004). Gender inclusive game design: expanding the market. Hingham: Charles River Media.
- **POP MUSIC**
 - Swichtenberg, C. (#) Madonna.
- **INTERNET/ICT**
 - Judy Wajczman