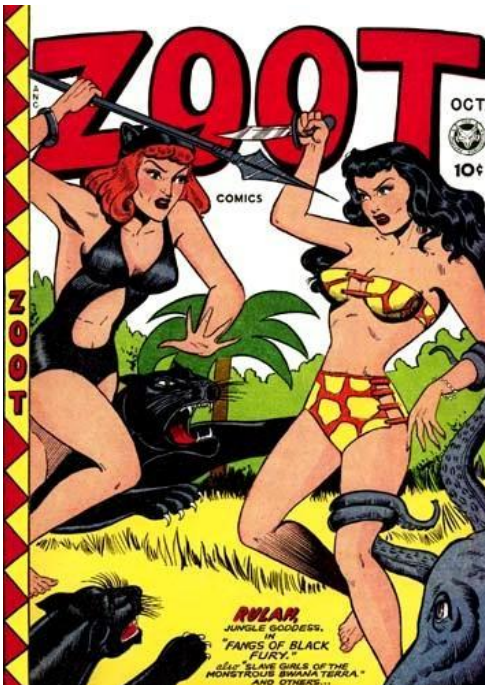


Unit 10 Overview



[Jack Kamen, Original uploader was Crimsoncrusader at Public Domain Super Heroes](#)

Unit 10: Gender in Popular Culture: Movies and Social Media

According to Stuart Hall, a foundational Cultural Studies theorist, *“Popular culture is one of the sites where this struggle for and against a culture of the powerful is engaged: it is also the stake to be won or lost in that struggle. It is the arena of consent and resistance.”* This week we explore how popular culture - music, movies, stories, and art - shapes gender identity and sexual orientation. Sometimes our popular culture reinforces gender stereotypes and perpetrates harm. Sometimes, popular culture becomes the place where we resist misogyny, homophobia, heteropatriarchy, ableism, and racism. Occasionally, we go beyond resistance and imagine a society in which every person is seen for who they really are, and actually gets their needs met.

In order to sort out what is really going on with popular culture, we must develop a way of looking at it that allows us to unpack the messages of the art that we see. We'll spend some of our time in this unit doing just that.

Learning Objectives

By the end of this unit, you will be able to:

- Identify the four elements of media analysis
- Identify how gender and sexuality are created, reproduced, and contested in media texts
- Explain how meaning is produced and negotiated through signs, symbols, and language.
- Recognize controlling images
- Recognize the dominant and oppositional gaze in popular media

Unit 10 To Do

- [Unit 10 Course Materials](#)
- [Unit 10 Getting Ready Quiz](#)
- [Unit 10 Opening Activity](#)
- [Unit 10 Reflection Assignment and Discussion](#)
- [Final Project Step 4: Share What You've Learned](#)