

INTRODUCTION

- Power and associations
- Patriarchy
- Foucault/Deluze
- Pollution, purity and power
- Learning outcome 1: Show a critical understanding of gender theories with regard to a variety of popular cultural forms

POWER AND GENDER

- Power and patriarchy
- Set of power structures, social practices, institutions that disadvantage and marginalise women
- Power has to be placed in wider political and economic framework
- Intersections of gender, race, class, nation, sexuality are all important

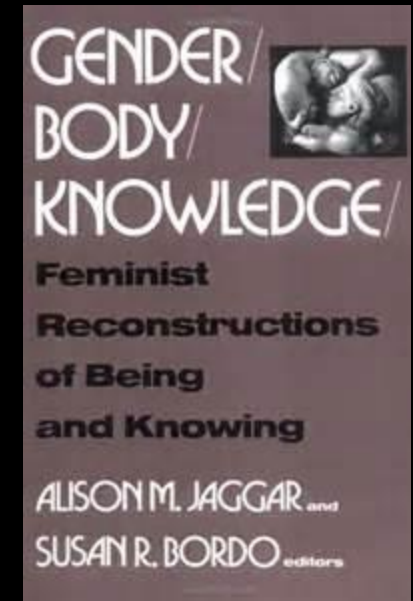
MICHEL FOUCAULT (1926-1984)

- Power disciplines and regulates embodied subjects
- Modern power distributed through complex social networks
- Internalise and perform norms of social control
- Power involves relations



SUSAN BORDO (1947+)

- Women's bodies rendered more docile than male bodies
- Self mastery linked to cultural and media imagery of ideal femininity
- Anorexia – embodied protest
- Resistance emerges within rather than outside of social networks of power



GENDER

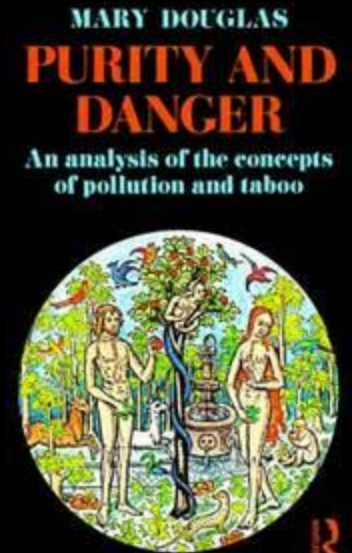
- Two discrete and hierarchically ordered sexes - male/female
- Corresponding to two discrete and hierarchically ordered genres – masculinity/femininity
- Persons of one sex/gender (heteronormativity implies) should desire the person of opposite sex/gender

GENDERED IDENTITIES

- Power circulates through discourses
- We all participate
- Giles DeLuze (1925-1995) – how power structures thought itself
- How we might think difference differently
- Beyond binaries of male/female, heterosexual/homosexual
- Reality not captured by representation
- In flux – always becoming

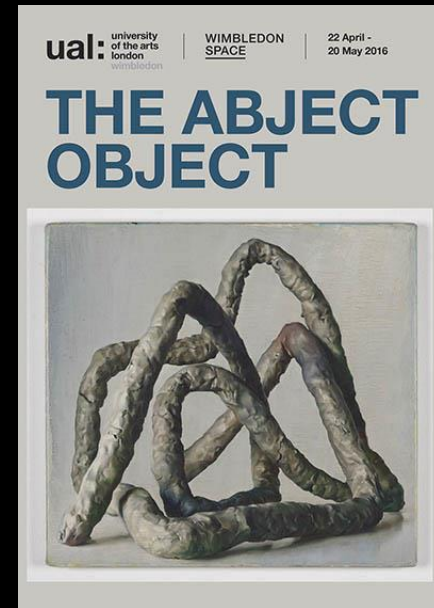
POWER PURITY DANGER

- Mary Douglas (1921-2007) 1966, Purity and danger
- Ritual cleanness and uncleanness
- Purity and pollution (10.53 mins)
- Dirt is disorder
- Rituals/purification - Power to impose order against threatening chaos



THE ABJECT

- Disgust tied up with the abject
- What exists in liminal positions, borderlines
- Kristeva (1941+) = horror of abjection
- Disgust for anything existing across the margins (inside and outside)
- Power and representations in relation to this.
- See [social abjection: queer bodies](#) (5.58 mins) and [Kristeva's ideas](#) (6.08 mins)



SUMMARY

- Patriarchal societies – men have more power
- Foucault – power disciplines and regulates embodied subjects
- Bordo – prevalent cultural and media imagery of ideal femininity
- Challenges to the sex/gender desire hierarchy
- Deleuze – positive power
- Douglas – cleanness, dirt and power
- Kristeva – the abject and disgust
- Learning outcome 1: Show a critical understanding of gender theories with regard to a variety of popular cultural forms
- Learning outcome 2: assess critically the ways in which gender are constituted and/or challenged in and through particular forms of culture; (you can look at any of the ideas above in relation to popular culture/gender)

REFERENCES

- Douglas, M. (2002) *Purity and Danger. An Analysis of concepts of pollution and taboo.* London, Routledge.
- Evans, M. and Williams, H. (2013) *Gender. The Key Concepts.* Oxon, Routledge.
- Hodgkinson, P. (2017) *Media, Culture and Society.* London, Sage.