

Dominant Ideologies, Red Face & Consumer Culture

Ideology and Power in 'Twilight'

- Media content perpetuates dominant ideology
- SCWAMP framework



Ideology

- tells us who or what is most valued in our culture (and by extension, what is least valued)
- media can reinforce or resist ideology
- 'The Twilight Saga' reinforces the US culture's dominant ideologies
- SCWAMP: Straight, Christian, White, Able-Bodied, Male and Property Holding
 - intersectional and relational

Mass Media and American Indians

- American Indians have been a part of the American mass media ever since the very first newspaper in 1620
- The framing of American Indians in uncomplimentary, stereotypical, less than human ways has also been a common practice in books, magazines, movies, radio and TV

Good/Bad Indian Dichotomy

- ◉ Good: chose to leave their own people and traditional way of life, assimilate, conform to the social mores of dominant culture; help the calvary
- ◉ Bad: hold on to traditional way of life



Playing Indian

- Most American Indian characters have been played by non-Indian actors with spray painted Indian red tans (red face)



Gender Roles in 'The Bachelor'

- 'The Bachelor' perpetuates the image that catty women will go to great lengths to beat other women to win (a man)
- Cinderella myth: to get the prince, a woman must (1) be beautiful and (2) compete with the evil Other Women
- Reality TV serves to reinforce many of the taken-for-granted ideological discourses found within popular cultural myths

Economic Social Power/ Relationship

- The performance of love in dating reality TV works to keep women in submissive roles
- no emotional, professional or political accomplishment can be possibly compared with the twin vocations of beauty and marriage



(Female) Identity on 'My Super Sweet 16'

- Narrative theory: the physical world may be out there in existence, but it doesn't begin to make sense until we narratize it (social).
- Master narrative: forms of collective stories that are implicit or embedded in a culture or group and have some kind of structure
 - US: individualism, universalism, western rationality; 'free' market...

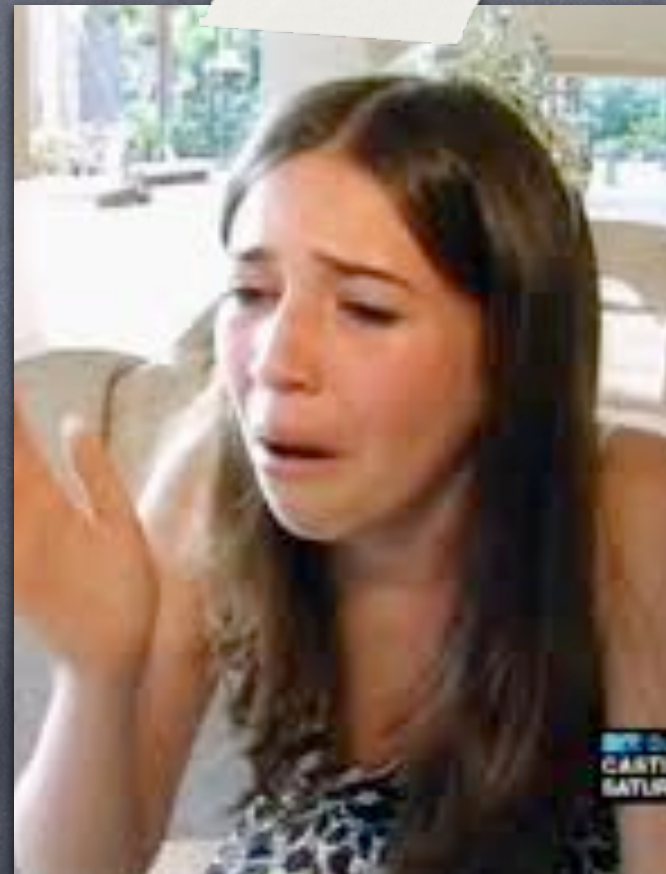
Narratives as Paradigms of Gender Roles

- 'Daddy's Little Girl'



Establishment of Normal and Acceptable Behavior

- 'I deserve MORE!'



Limitations of Existence

- ◉ 'I'm daddy's little girl, FOREVER!!!'

