

# Contents

<i>List of figures</i>	viii
<i>Acknowledgements</i>	ix
Introduction	1
Gender 2	
Media 6	
Gender and media studies 11	
Structure of the book 14	
<b>PART I</b>	
<b>Representing</b>	
1 Who is represented?	17
<i>What are representations? – Different views, different research</i> 21	
<i>Represented where?</i> 25	
<i>Representations and reality?</i> 35	
<i>Conclusion</i> 37	
2 Subject positions	39
<i>The subject and identity</i> 40	
<i>Subject, subjectivity, and media</i> 41	
<i>Identity and media</i> 44	
<i>Stereotypes</i> 45	
<i>Gendered stereotypes</i> 48	
<i>Representing gender in a global context</i> 52	
<i>Gendered genres</i> 53	
<i>Conclusion</i> 58	



3	Intertextual representations	60
	<i>Intertextuality</i>	61
	<i>Disrupting gendered representations</i>	66
	<i>As queer as</i>	69
	<i>Queer subject positions</i>	70
	<i>Disrupting gender roles</i>	71
	<i>Gay – straight – queer?</i>	72
	<i>Queering genres</i>	75
	<i>Conclusion</i>	76
<hr/>		
	<b>PART II</b>	
	<b>Producing</b>	79
4	Who produces what?	81
	<i>Media industries</i>	82
	<i>The media professional</i>	86
	<i>News media</i>	87
	<i>Magazines</i>	88
	<i>Radio</i>	89
	<i>Television</i>	91
	<i>Film</i>	92
	<i>Music industry</i>	93
	<i>Gaming industry</i>	95
	<i>Conclusion</i>	96
5	Power and gender in the media industry	99
	<i>What is the glass ceiling?</i>	101
	<i>The organisation of the media industry</i>	104
	<i>Glass ceiling and societal structures</i>	106
	<i>Conclusion</i>	113
6	Blurring production	114
	<i>Digital media?</i>	115
	<i>Convergence culture</i>	116
	<i>Produser</i>	118
	<i>What does content creation mean?</i>	122
	<i>Conclusion</i>	130



## PART III Consuming

133

### 7 Who consumes what? 135

*Studying audiences* 137

*Effect theories* 139

*Cultivation theory* 142

*Uses and gratifications* 145

*Encoding/decoding* 147

*Conclusion* 150

### 8 The consumer situated 151

*Identity and frameworks of knowledge* 152

*Media pleasures* 156

*Gendered pleasures* 159

*Resistance* 164

*Transnational pleasures* 166

*New pleasures?* 169

*Conclusion* 170

### 9 Empowered audiences 172

*What is sexualisation?* 173

*The history of sexualisation* 176

*Commercialisation of sexuality* 178

*Girls' agency* 179

*Productive power of the sexualisation debate* 182

*Postfeminism: #Feminism* 184

*Digital femininities: self-representations* 186

*Conclusion* 188

Afterthoughts for the future 190

Glossary 196

References 207

Index 235