



FAN GRRRL POWER

An Analysis of the Resistance Against the Male Gaze

THESIS Female filmmakers and fan culture subvert the promotion of patriarchal ideologies in media by creating new media that attempts to represent women from outside the male gaze.

ABSTRACT Although many papers discuss the problems of cinematic representation, few address solutions. Filmmakers and fans successfully provide alternative representations of women. However, more progress is needed to accurately represent all genders. The goal of this project is to encourage the empowerment of individuals regardless of gender.

METHODOLOGY This topic is explored through Mulvey's theory of the male gaze in relation to Gramsci's concept of hegemony, as well as various female filmmakers and fan implementations of Teresa de Lauretis' suggestions for resistance.

WHAT ARE THEY RESISTING?

The Male Gaze

- Media is shot from a male perspective

This Includes:

Objectification

- Women are represented as objects to be viewed and controlled
- Women are Passive
- Women are the "Other"

Scopophilia

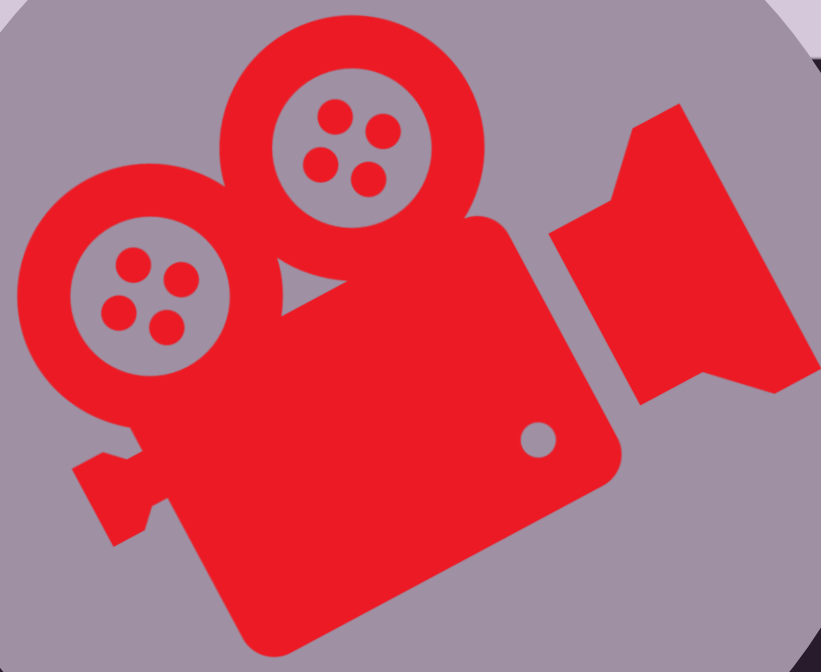
- Men are represented as the ideal self and direct the story
- Men are Active



FILM-MAKER RESISTANCE

Creating Media from The Perspective of Women

Female Gaze



Ideal Women



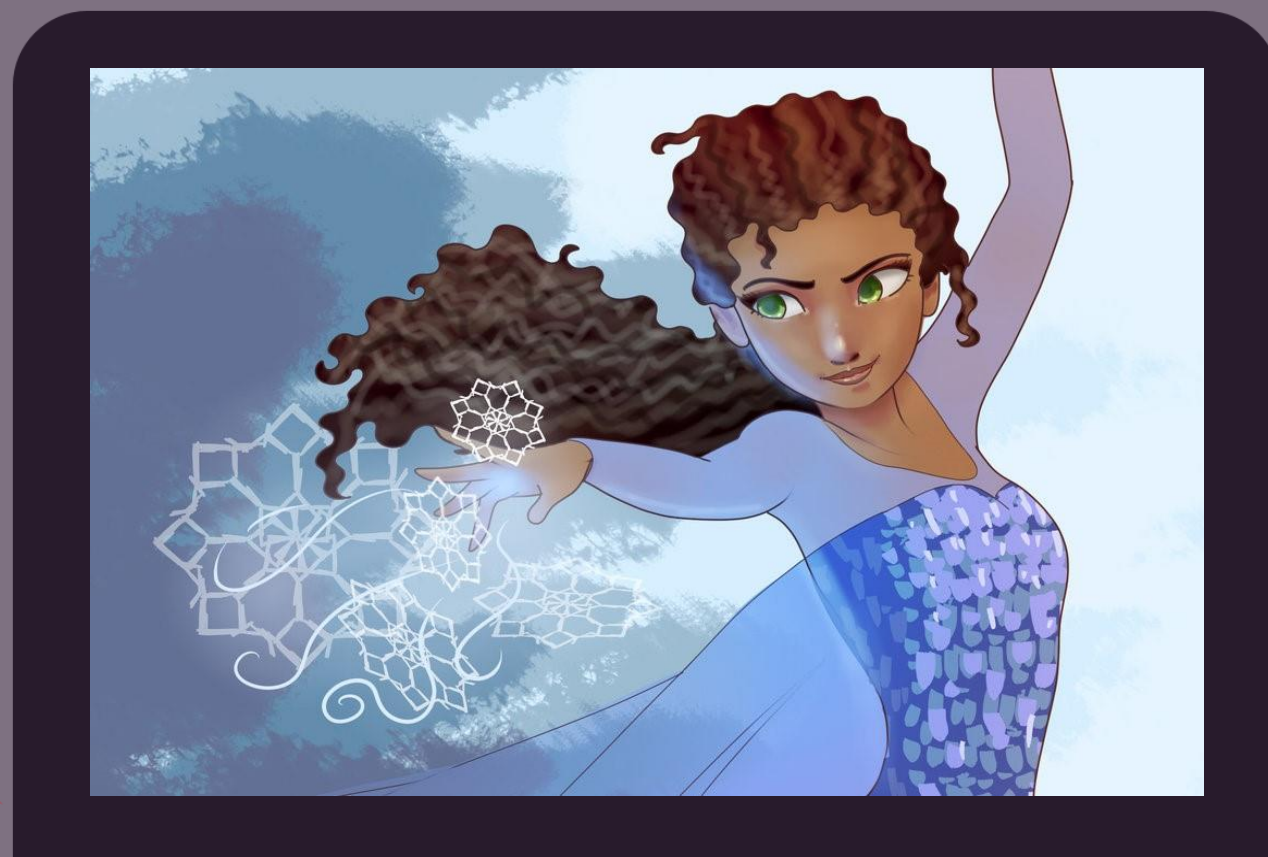
- Visuals come from the perspective of women
 - Gives women more control over the plot
 - Creates a female gaze
- Reverses classic Hollywood conventions
 - Objectifies male characters

- Film's depict strong, active female protagonist
 - Gives control of the plot to a female character
 - De-sexualizes female characters
 - Invites the audience to identify with women
- Example: *Obvious Child*

FANS FIGHTING BACK

Creating Media from the Perspective of Fans

"Racebending"



AFRICAN AMERICAN ELSA
Frozen



"Genderbending"



FEMALE GASTON
Beauty and the Beast

- Fan's change the race of characters in media
 - Represents an often neglected minority
 - Creates multicultural role-models
 - Expands the representation of beauty

- Fan's change the gender of characters in media
 - Characters retain characteristics of the original version of the character, now under a new gender
 - Expands definition of femininity

SO WHAT?

Film-Maker Resistance

- Frames women in positive ways
- Shares stories of womanhood
- Provides positive models of femininity

Fan Culture Resistance

- Encourages viewers to actively question what they consume
- Shows what the audience values and wishes to see in media

Effects

- Starts a conversation
- Encourages more accurate representation of women
- Normalizes women acting outside of generic stereotypes