

It's a Drag: Consumerism, Compliance and Critique within Queer Culture

Pride Parade



Hegemony

The struggle between the ideologies of different classes in the creation of social norms

Standardization

When a cultural product is generic or widely used

ABSTRACT

Large-scale events, like the Toronto Pride Parade, aid in creating a sense of acceptance between the LGBTQ+ community and population at large. However, given the corporate attachments and underlying ideologies found in the parade real issues are being hidden. Smaller events, created from within the queer community (like Bearded Beauty Bingo), have the capability to critique, and expose underlying ideologies.

THESIS

By contrasting the two events I will argue that the Parade fits under systems of consumerism and compliance, whereas Bearded Beauty Bingo falls under critique

Bearded Beauties



Consumerism



Compliance

Uncritical & Standardized

Critique

Through shock and difference



Drag Queens

Usually described as "men in women's clothing." However, drag is a performance of exaggerated gender stereotypes.

Masculinity?
Femininity?

Discussion

At the 2016 Pride Closing Parade Black Lives Matter held a sit-in that stopped the Parade for 30 minutes.

Is the key for progress in confronting one's own community?

Implications

It is not implied that corporate attachments are necessarily negative, nor do I think that the dance-party atmosphere is bad. Bearded Beauty Bingo still had its standardized songs and an extremely fun attitude. However, it is this smaller, for the most part not corporate, environment that allows for more radical presentations that do not pander to a general audience and can push the boundaries of femininity, masculinity, and identity, while not being reduced to stereotype.

