

**Popular Culture Women**  
**Spring 2007**  
**Puotinen**  
**Critical Analyses**

You are required to complete **four** 2-3 page critical analyses of the mainstream media. Each analysis should address a different form of media. You may select from the following:

1. Music/Music Video
2. Film
3. Television
4. Print or Television advertisement
5. Website

In each individual analysis, you should pick one example (e.g. one song, one ad, one television show, etc.) and explore its significance for women. Analyze the image in two ways.

First, think about how it shapes and reflects what it means to be a woman. Explore the following questions: What kinds of cues does this image/example give to us on how to be a woman? What kind of image of woman does it present and who does it leave out in that presentation (does it focus on white, heterosexual women, for example)? How does this image shape what it means to be a woman?

Second, critically assess the value of your example. Is it positive or negative? In what ways is it harmful to women? Does it reflect feminist values? What do you think of the example?

At the top of the first page of your analysis, you should include the following information:

1. A brief summary of the image/example. So, if you choose a movie, make sure to give a very brief (please keep it brief) summary of the plot.
2. Explain where you saw it or heard it. Was it on TV—what channel? In the theater? What kind of theater (art house theater or multiplex)? On youtube? Who produced the image/music? Is it a popular image/song/advertisement?
3. Discuss who the intended audience for your example is. Young heterosexual girls? Middle-aged men? Older lesbian women?

Your analysis should be 2-3 pages, double-spaced and in 11 or 12 point font. Here are the due dates for the four analyses:

Analysis #1	2/22
Analysis #2	3/8
Analysis #3	3/29
Analysis #4	4/12