

Depictions of Gender

COMIC BOOKS!!!!!!



Biological Sex versus Gender

Male/Female: refers to biological categories.

Masculine/Feminine: refers to the social and cultural constructions of gender.

Gender is a constructed category – it is NOT singular or given, it changes constantly.

Comic Books & Transmedia Storytelling

History

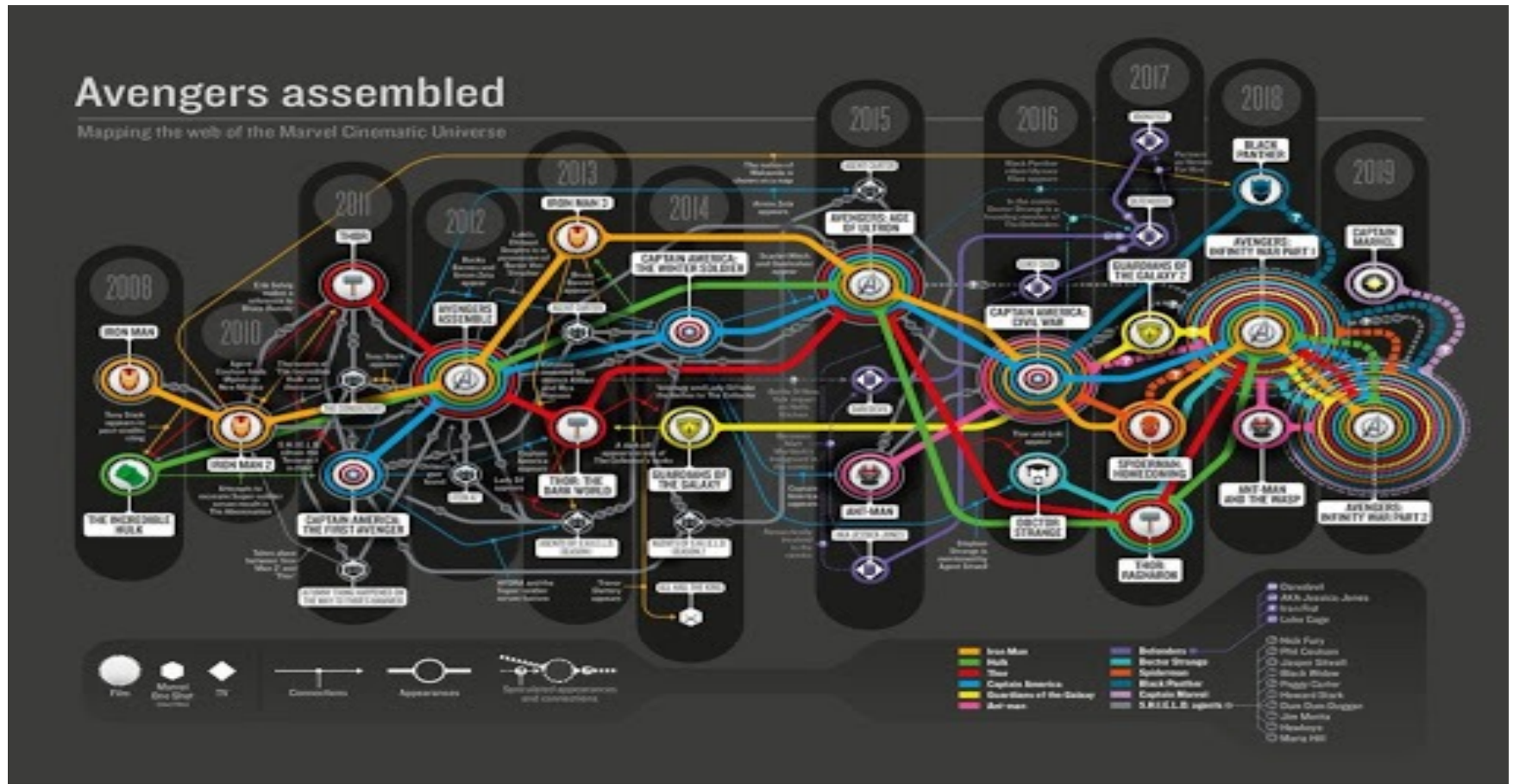
Continuity

Semiotics

Encoding and Decoding



Transmedia Storytelling



Transmedia Storytelling: telling the same story across multiple platforms and mediums. The ideas and stories get told repeatedly, further contributing to their hegemonic power. (Remember: who says what to whom, and how often = power)



Masculinity

Normalized through comic books.

Duality – the 'everyday man' and the 'superhero'

Juxtaposition against femininity

Semiotics

“This complex interplay of moves and countermoves – articulating dominant and subordinate creative, aesthetic, editorial, commercial, corporate, consumer, and fan values, coupled with their circulation and contest across different social sites, institutions, media forms, and platforms – informs the two films’ engagement with hegemonic patriarchy” (930)



Wonder Woman & Captain Marvel

Not just about looks.

Complex interplay of moves and countermoves