



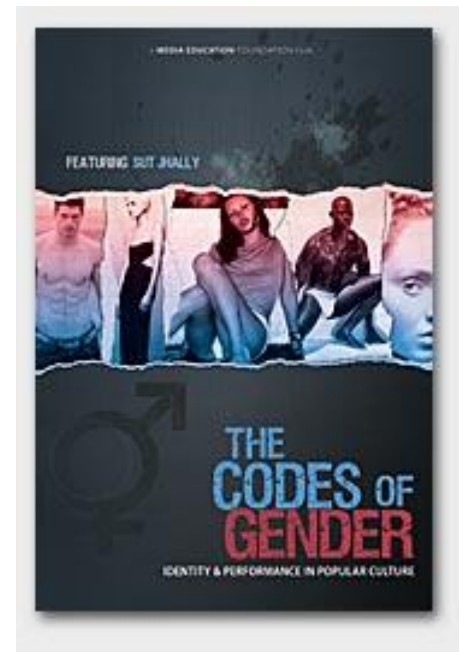
The Northwest Alliance for
Responsible Media
2010 Film Series Presents

THE CODES OF GENDER

Identity and Performance in Pop Culture

The Codes of Gender applies the late sociologist Erving Goffman's groundbreaking analysis of advertising to the contemporary commercial landscape, showing how one of American popular culture's most influential forms communicates normative ideas about masculinity and femininity.

This film explores Goffman's central claim that gender ideals are the result of ritualized cultural performance, uncovering a remarkable pattern of masculine and feminine displays and poses. It looks beyond advertising as a medium that simply sells products, and beyond analyses of gender that focus on biological difference or issues of objectification and beauty, to provide a clear-eyed view of the two-tiered terrain of identity and power relations.



Monday, April 12, 2010

7:00 p.m.

Wolff Auditorium, Gonzaga University

Admission is FREE!

Donations are appreciated.

Community discussion to follow.

The Northwest Alliance for Responsible Media (NWARM) is committed to monitoring the impact of media on our society, educating the community, and working with professionals to influence the media to act responsibly.

The NWARM is a community-based organization and part of the Gonzaga University Master's Degree in Communication and Leadership Studies. For more information about this program, visit www.gonzaga.edu/coml

509.313.3578 • nw-arm@gonzaga.edu • www.NWResponsibleMedia.org

