

PLENARY PANEL THREE: Reading the Archives and Beyond

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Frayed Edges: Mediating Women in Popular Culture

A decade and a half ago, at my thesis defense, Dr. Marlene Kadar said: “your work is interdisciplinary, so it will always have frayed edges. That is part of the richness.” Dr. Kadar’s devotion to critical innovative groundbreaking scholarship—that aims to change lives and worldviews—honoring the messiness of the process, taught me to see the richness in the details, seek out the contradictions and paradoxes. My work tells the stories of how women are mediated, to open up larger questions about the mundane, everyday ways in which misogyny and racism are made normal and the complicated and conflicted manner in which popular culture tells these stories. My talk explores how my work lays bare the contingent, contextual and complex experiences of the women who inhabit popular media spaces and are the focus of my research, which is grounded in a Critical Cultural Studies tradition and propelled by early invaluable lessons from Dr. Kadar.

Limites desgastados: mediando mulheres na cultura popular

Há uma década e meia, na defesa de minha tese, a dra. Marlene Kadar disse: "seu trabalho é interdisciplinar, então sempre terá os limites desgastados. Isso é parte da riqueza. "A dedicação da dra. Kadar à erudição crítica extremamente inovadora – que visa modificar vidas e visões de mundo – honrando a confusão do processo, ensinou-me a ver a riqueza nos detalhes, a procurar as contradições e os paradoxos. Meu trabalho conta as histórias de como as mulheres são mediadas, para abrir questões mais amplas sobre as formas mundanas e cotidianas em que a misoginia e o racismo são tornados normais e sobre a maneira complicada e conflituosa na qual a cultura popular conta essas histórias. Minha apresentação explora como meu trabalho desnuda as experiências contingentes, contextuais e complexas das mulheres que habitam espaços de mídia popular e são o foco de minha pesquisa, que é fundamentada em uma tradição de estudos críticos culturais e impulsionada pelas lições inestimáveis da dra. Kadar.

[Traduzido por Jarson Araújo - jarsondsantos@gmail.com]

Rachel E. Dubrofsky is an Associate Professor in the Department of Communication at the University of South Florida. Her research is rooted in a critical/cultural studies tradition, with a focus on digital culture (reality TV, television, social media, film) and an emphasis on the role of surveillance and issues of race and gender. Some of her work has appeared in the journals *Critical Studies in Media Communication*, *Communication Theory*, *Communication, Culture and Critique*, *Feminist Media Studies*, and *Television and New Media*. She is the author of *The Surveillance of Women on Reality Television:*

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Watching The Bachelor and The Bachelorette (2011), the co-editor of the collection *Feminist Surveillance Studies*, and is currently working on a book, *Under Surveillance: Mediating Race and Gender*, which examines the cultural shift from older digital media to newer digital media with attention to how a context of surveillance situates racialized and gendered identities and bodies.