

Popular Culture Studies

Curriculum Examples

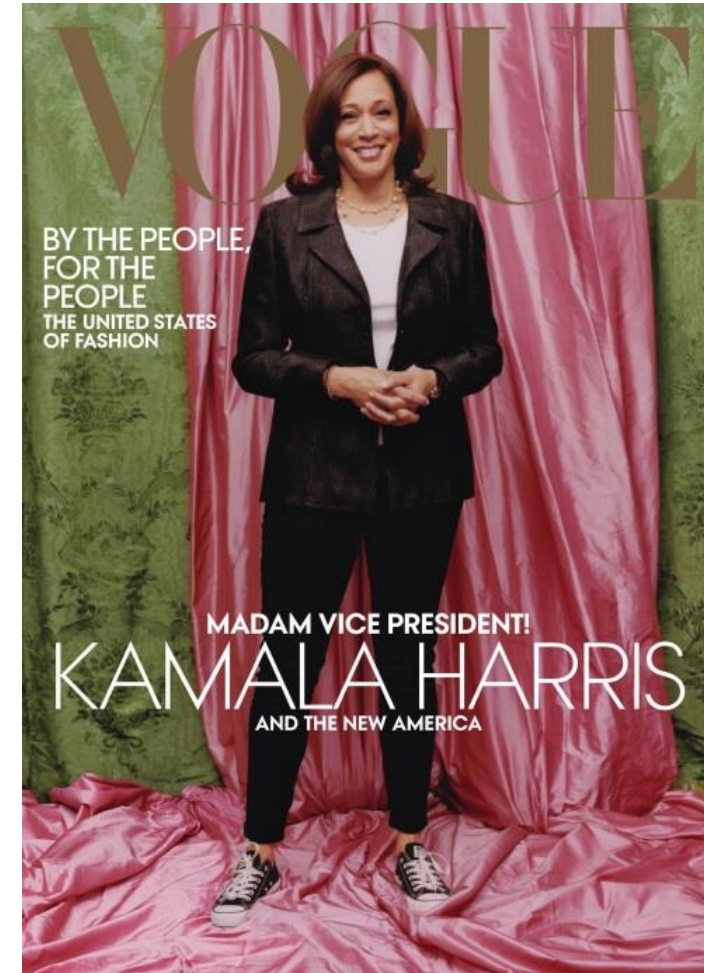
August 2021



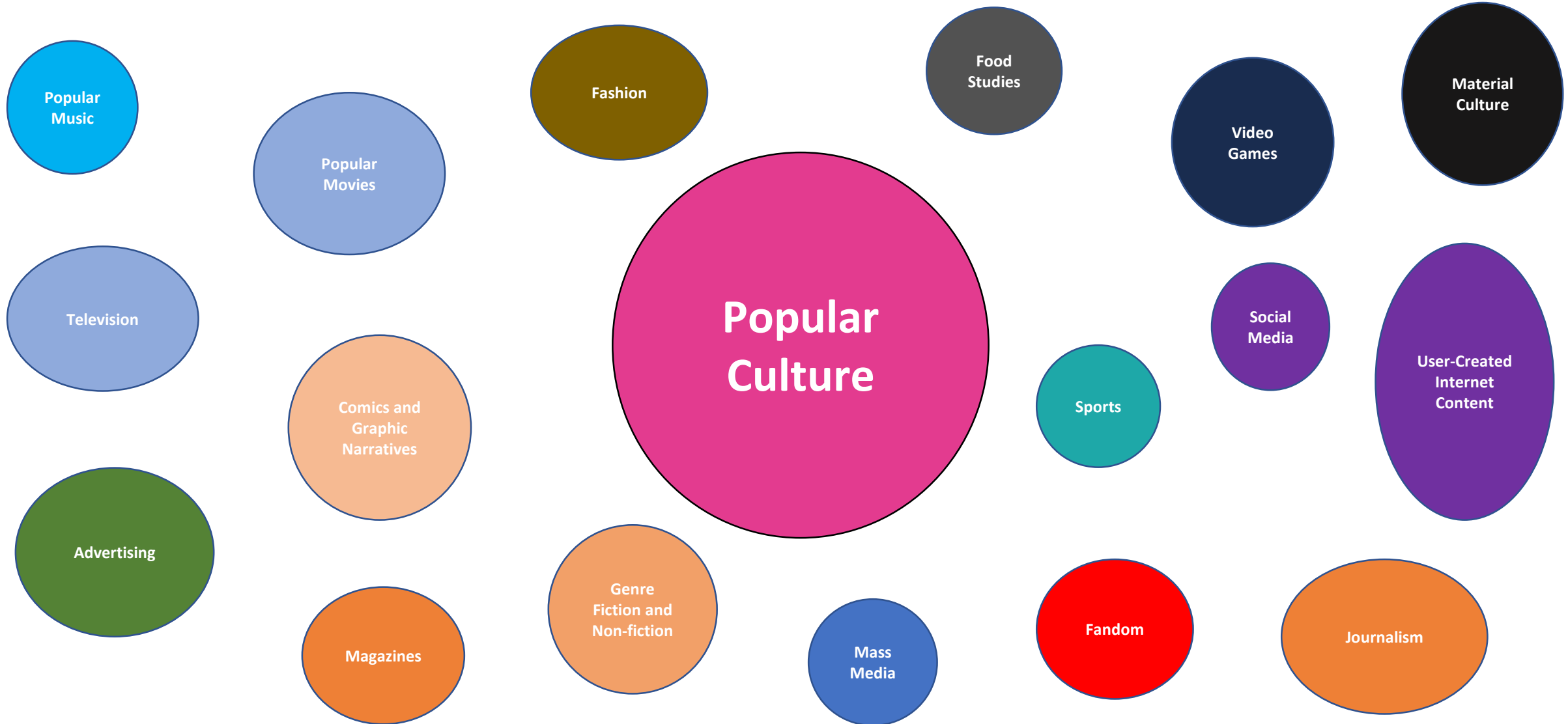
Popular Culture Studies

This presentation will:

- Cover what is meant by “popular culture,” which academic fields study popular culture, what types of questions scholars of popular culture ask, and courses that are focused on popular culture
 - Cover ProQuest databases that feature magazines and other forms of popular culture media
 - Demonstrate how popular culture media can be used in research and courses dedicated to diversity, equity, and inclusion
 - Provide an overview of the contents for featured databases, as well as research and teaching applications
- Cover several databases more in depth:
 - Women’s Magazine Archive
 - Men’s Magazine Archive
 - GQ Archive
 - LGBT Magazine Archive
 - Youth and Popular Culture Archive
 - Health & Fitness Magazine Archive
 - Entertainment Industry Magazine Archive
 - Fashion Studies Online
 - Food Studies Online
 - Underground and Independent Comics
 - World of *Archive* Comics Archive



What Is Popular Culture?



What Is Popular Culture?

Objects/Areas of Inquiry:

- Advertising
- Comics and Graphic Novels
- Entertainment Industry
- Fandom
- Fashion
- Food
- Genre Fiction and Non-fiction
- Journalism
- Magazines
- Mass Media
- Material Culture
- Popular Movies
- Radio
- Social Media
- Sports
- Television
- User-created Internet Content
- Video Games

Popular culture (sometimes also referred to as **mass culture** or **mass media**) refers to the sets of beliefs, practices, and cultural objects of a society. Popular Culture Studies overlaps considerably with **Material Culture Studies**, which examines the social significance of the manufacture, industry, trade, value, and consumption of material objects.

Scholars of popular culture examine a wide range of media and material objects to investigate how ideologies around **politics, gender, sexuality, race, disability, and class** are constructed and circulated.

As a result, many courses that focus on **Diversity, Equity, and Inclusion** incorporate popular culture studies.

Fields that Study Popular Culture

- African American Studies
- American Culture
- Anthropology
- Communications
- Cultural Studies
- Digital Studies
- Disability Studies
- Education and Pedagogy
- English
- Ethnic Studies
- Film and Screen Arts
- Gender and Sexuality Studies
- History
- Marketing
- Material Culture Studies
- Media Studies
- Music Studies
- Religious Studies
- Sociology
- Visual Studies

AAS 275 - Black women in Popular Culture
Fall 2021, Section 001

PLFS
2025 **FASHION AND MASCULINITY**
PARSONS SCHOOL OF DESIGN: ART AND DESIGN
HISTORY

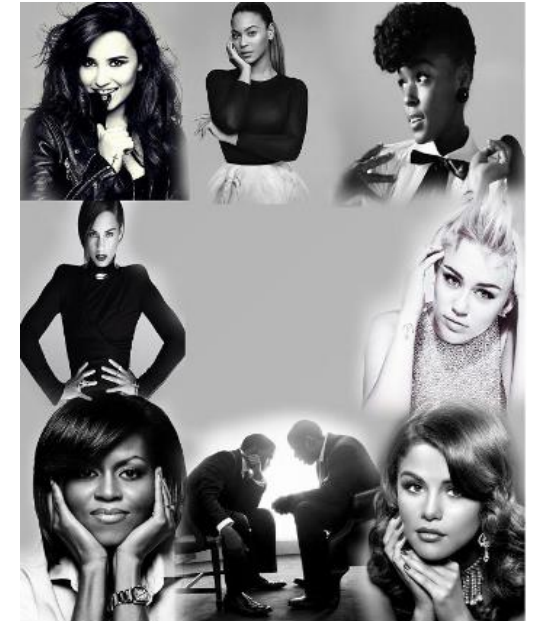
New course offers introduction to men's studies

So why is the director of the UNL Women's Center teaching a class on Men's Studies?

Because, said Jan Deeds, men have a gender, too. And the misconceptions and stereotypes that can box men in are damaging, she said. Only by exploring the concepts of masculine identity can the intersections between all the genders be fully understood, Deeds said.



Jan Deeds is teaching a men's studies class.



Rutgers American Studies: 01:050:259 POPULAR CULTURE (3) How popular culture shapes and reflects society in advertising, music, popular entertainment, fads, fashion, radio, television, sports, and games.

Questions that are Asked in Popular Culture Studies

- What is media? What role do media play in producing or shaping our sense of reality? What is the relationship between media and culture? How is media implicated in social change?
- What is the role of media in constituting and contesting national identities, in forging alternative political visions, in transforming religious practice, and in creating subcultures?
- What structures of power enable the production and promotion of certain types of popular culture and mass media?
- How and why are stereotypes formed? What social, political, and economic function do stereotypes serve in the context of American culture?
- How do cultures around food help us understand ethnic and regional traditions?
- How do sports help us understand how racism functions institutionally as a form of power both historically and presently?
- How is race represented in digital spheres?
- How do reality tv programs construct social norms? And how do they suggest to viewers that there are proper and improper lifestyles?
- What role does music play in culture? How do ethnic and regional traditions shape music? How do soundscapes structure everyday life?
- How does popular culture such as comic books, fan culture, television, music, advertising, and sports reflect and shape aspects of American society such as gender ideologies, economies, race, class, and regional identity?



Courses on Popular Culture

- University of Texas at Austin
 - African & African Diaspora Studies: [AFR 3300](#) • [Black Film At The Oscars](#)
 - American Culture: AMS 311S • [From The Mind Of Jordan Peele](#)
- Rutgers
 - History: [Popular Music in American History](#)
 - American Studies: [Springsteen's American Vision](#)
 - American Studies: [History and Culture of Hip-Hop](#)
 - American Studies: [Popular Culture](#)
 - American Studies: [Sports in American Culture](#)
 - American Studies: [The Cultures of Consumption](#)
 - Religion: [The Hero's Quest: Religion, Mythology, and Harry Potter](#)
 - Sociology: [Mass Media and Popular Culture](#)
- [Skidmore College](#)
 - AM: Eating in America
 - AM 265: Popular Culture
 - AM 267: American Bestsellers and Popular Culture
 - AM 355: Magazines and Modernity
 - AM 356: Sports Cinema
 - AM 361: American Material Culture
- UC Berkeley
 - American Culture: [The American Detective in Fiction, Film, and Television](#)
 - American Culture: [Race and Ethnicity in American Culture: Film, Music, and Advertising](#)
 - Anthropology: [Cultural Heritage in the Popular Media](#)
- New York University
 - [REMU-UT 1143: David Bowie](#)
 - American Studies: [Hip Hop & Politics](#)
 - Anthropology: [Media, Culture, and Society](#)
 - Disability Studies: [Disability, Technology and Media](#)
 - Gender and Sexuality Studies: [Race, Football and American Culture](#)
 - Humanities and Social Thought: [Garbage in Gotham](#)
 - Journalism: [Sports and Society](#)
 - Marketing: [The Business of Video Games](#)

Skidmore College American Culture

AM 355 - Magazines and Modernity: A study of early 20th-century American magazines as both reflecting and shaping modern culture. The course focuses on such topics as the rise of modern **advertising**; the shaping of **gendered, classed and racialized** readerships; and the popular advancement, and occasional subversion, of dominant ideological perspectives of **nation, domesticity, labor** and/ or **consumption**. It also considers the enormous influence of certain turn-of-the-century editors and their business policies, including the sophisticated relations they created among internal **magazine** elements so as to streamline their cultural messages. Note(s): In addition to substantial theoretical and historical reading and regular short research and writing assignments, each student is responsible for a major semester-long project that involves intensive study of a **period magazine**.

Popular Culture and Race/Gender: Courses

Race and Racism in US Popular Culture

CES 260, Section 1
Fall 2015, 3 Credit Hours
Monday, Wednesday, Friday, 1:10 – 2:00PM, CUE 119

Instructor: Michael Johnson Jr., Ph.D.
Office: Wilson-Short 107A
Office Hours: 2:30 – 3:30PM Monday, Wednesday, Friday and by appointment
Email: mjohnso9@wsu.edu

Course Description

This course interrogates the historical, political, social and ideological processes and practices that have shaped racialized identities. This course will focus on [re]presentations of racial identities on contemporary media through (1) music, (2) film and (3) television but will also analyze gendered and sexualized identities, while being attentive to the ways in which US society has been affected by the varied portrayals present in today's media-saturated era. This course will also consider the attempt by cultural producers of marginalized groups to destabilize stereotypes and broaden the range of those depictions to reorient these concepts within the American imagination. The goal of this course is to provide students with an *introductory* understanding of how racialized media depictions play a role in the formation of American culture, as well as the problematic ways in which they inform, mediate and legitimize social relations within and across American demographics. **Please Note: Your continued enrollment beyond the first week of class affirms your willingness to abide by the conditions set forth in this document. Syllabus subject to change with limited notice.**

Student Learning Outcomes

- Recognize, comprehend and successfully apply concepts about how popular culture is a contested space of meaning, organized along axis' of race and cultural ethnicity
- Comprehend and conceptualize how racial difference and Otherness is perpetuated through systems of inequality and oppression with an understanding of power/domination
- Develop critical skills of introspection and analysis in media literacy
- Formulate effective, persuasive writing and presentation skills on these subjects



University of Hawai'i® at Mānoa
2020-2021 Catalog

Home > Courses > ES 213 Race, Class, Gender in Popular Culture (3)

ES 213 Race, Class, Gender in Popular Culture (3)

College of Social Sciences, Ethnic Studies

Contemporary issues of race, class, and gender in popular culture (film, television, music, social media, sports, etc.). Introduction to critical media analysis and social science theories and methods.



Gender, Race and Popular Culture

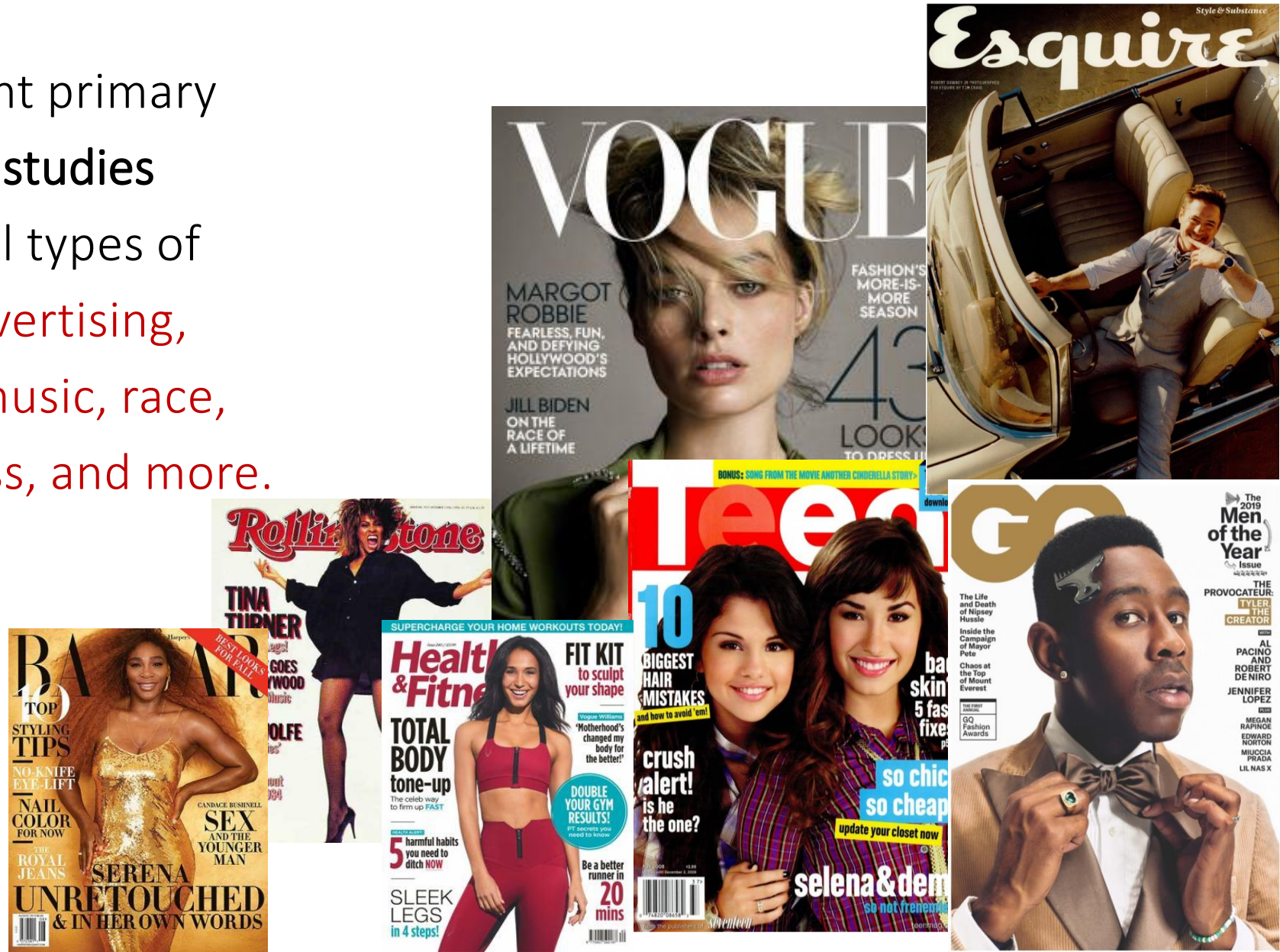
3 Undergraduate credits
Effective December 16, 2009 – Present



Our ideas about race and gender shape and are shaped by popular media such as the internet, music, television, film, newspapers, magazines, and the arts. In this course, students will investigate how pop-culture industries represent race and gender in ways that create and reinforce systematic gender and racial privilege. The course also focuses on contributions to pop culture by marginalized groups and women in order to study self-representation, critiques of mainstream tropes of race and gender, and the subversion of hierarchies of privilege and power. Considerable content is geared toward the intersectional study of race and racism with gender and sexism. The course explores theories treating gender and race as social constructs (that interact with each other, and with other aspects of identity) at an introductory degree of complexity suitable for a non-specialist, lower-level course.

ProQuest Magazine Databases

Magazines are an important primary source for popular culture studies because they cover several types of popular culture topics: advertising, fashion, gender, movies, music, race, sexuality, sports and fitness, and more.



ProQuest Magazine Databases

- [Alt-Press Watch](#)
 - Alt-PressWatch includes full-text newspapers and magazines from alternative, independent presses, providing an unmatched, multidisciplinary resource for researchers seeking an alternative to mainstream media perspectives.
- [American Periodicals Series](#)
 - This database contains periodicals published between 1740 and 1940, including special interest and general magazines, literary and professional journals, children's and women's magazines and many other historically-significant periodicals.
- [Country Life Archive](#)
 - An archive (1897 to 2005) of the weekly British culture and lifestyle magazine, Country Life, focusing on fine art and architecture, the great country houses, and rural living. Every page is fully searchable and reproduced in full color and high resolution. Country Life Archive presents a chronicle of more than 100 years of British heritage, including its art, architecture, and landscapes, with an emphasis on leisure pursuits such as antique collecting, hunting, shooting, equestrian news, and gardening.
- [Entertainment Industry Magazine Archive](#)
 - An archival research resource containing the essential primary sources for studying the history of the film and entertainment industries, from the era of vaudeville and silent movies through to the 21st century. The core US and UK trade magazines covering film, music, broadcasting and theater are included, together with film fan magazines and music press titles. Issues have been scanned in high-resolution color, with granular indexing of articles, covers, ads and reviews.
- [The GQ Archive](#)
 - The backfile of GQ magazine, from its launch in 1931 (as Apparel Arts) to the present. One of the longest-running, most influential men's magazines, GQ expanded its initial focus on fashion to cover general men's-interest subjects. The digital archive makes available a wealth of editorial content and photography, providing essential insights into the 20th/21st-century history of fashion, popular culture, masculinity, and society.
- [The Harper's Bazaar Archive](#)
 - A searchable archive of the US (1867 to present) and UK (1930-2015) editions of Harper's Bazaar. The issues are reproduced as high-resolution color page images and supported by fully searchable text and article-level indexing. This resource chronicles over 150 years of American, British, and international fashion, culture, and society, supporting researchers by offering unique insights into the events, attitudes, and interests of the modern era.
- [Health & Fitness Magazine Archive](#)
 - The backfiles of consumer magazines devoted to health and fitness topics. With publications aimed at a male readership (e.g. Flex, Men's Health) and women's titles (e.g. Women's Health, Women's Health Activist), this collection supports research in topics such as the history of sex roles, body image, fitness/exercise, public health, food/nutrition, and medicine. The backfile of Prevention (from 1950) offers over six decades of content reflecting contemporary developments in these areas.

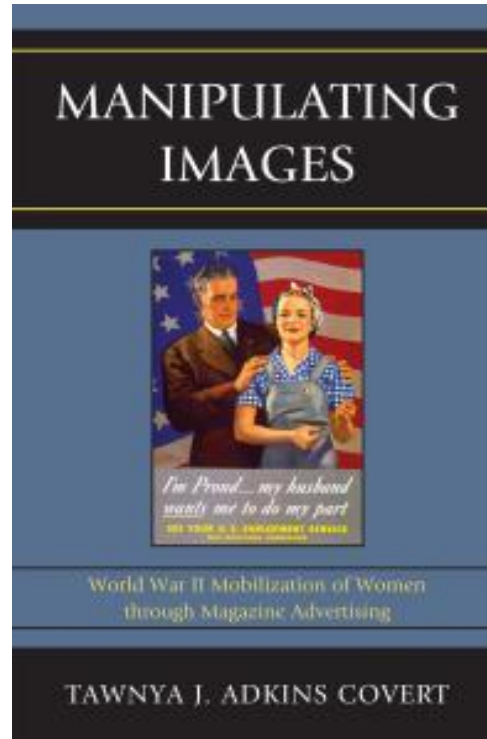
ProQuest Magazine Databases

- [Humanities Index](#)
 - This database is an international abstracting and indexing tool for research in the humanities, covering over internationally respected humanities journals and weekly magazines published in the UK and other English-speaking countries, as well as quality newspapers published in the UK.
- [LGBT Magazine Archive](#)
 - Archival runs of 26 of the most influential, longest-running serial publications covering LGBT interests. Includes the pre-eminent US and UK titles – The Advocate and Gay Times, respectively. Chronicles more than six decades of the history and culture of the LGBT community. In addition to LGBT/gender/sexuality studies, this material also serves related disciplines such as sociology, political science, psychology, health, and the arts. Some publications may contain explicit content.
- [Men's Magazine Archive](#)
 - A collection of men's-interest magazine backfiles serving research in men's studies/history but also offering important additional perspectives for women's studies. It includes some of the earliest publications of this type – National Police Gazette and Argosy – and covers key topics such as fashion, sports, health, and arts/entertainment.
- [News, Policy & Politics Magazine Archive \(feat. Newsweek\)](#)
 - An archival collection comprising the backfiles of 15 major magazines (including the Newsweek archive), spanning areas including current events, international relations, and public policy. These titles offer multiple perspectives on the contemporary contexts of the major events, trends, and interests in these fields throughout the twentieth century. The collection will provide valuable primary source content for researchers in fields ranging from history and political science, through to law and economics.
- [Canadian Newsstream](#)
 - Canadian Newsstream provides users with unmatched access to current Canadian news content with archives as far back as the 1970s, from over 360 news sources. Newspapers including The Globe and Mail and Toronto Star along with newswires and broadcast transcripts in full-text format. Canadian Newsstream content is updated daily so researchers always have timely access to new information.
- [The Vogue Archive](#)
 - A searchable archive of American Vogue, from the first issue in 1892 to the present, reproduced in high-resolution color images. Pages, advertisements, covers and fold-outs have been included, with indexing that enables researchers to find images by garment type, designer and brand names. The Vogue Archive preserves the work of the world's greatest fashion designers, stylists and photographers and is a unique record of American and international fashion, culture and society.
- [Women's Magazine Archive](#)
 - An archival research resource comprising the backfiles of leading women's interest consumer magazines. Issues are scanned in high-resolution color and feature detailed article-level indexing. Coverage ranges from the late-19th century through to 2005 and these key primary sources permit the examination of the events, trends, and attitudes of this period. Among the research fields served by this material are gender studies, social history, economics/marketing, media, fashion, politics, and popular culture.
- [Youth and Popular Culture Magazine Archive](#)
 - Youth and Popular Culture Magazine Archive showcases unique periodicals from 1940-present, highlighting topics and trends of youth culture such as fashion, rock and roll, sports, sexuality, dating, as well as youth portrayal in the media. These unique periodicals provide insight to what has and continues to influence youth culture, especially during times of rapid social and cultural change in the U.S. and the UK. At completion, this collection will have 250,000 pages from periodicals published in the United States, United Kingdom, and Canada.

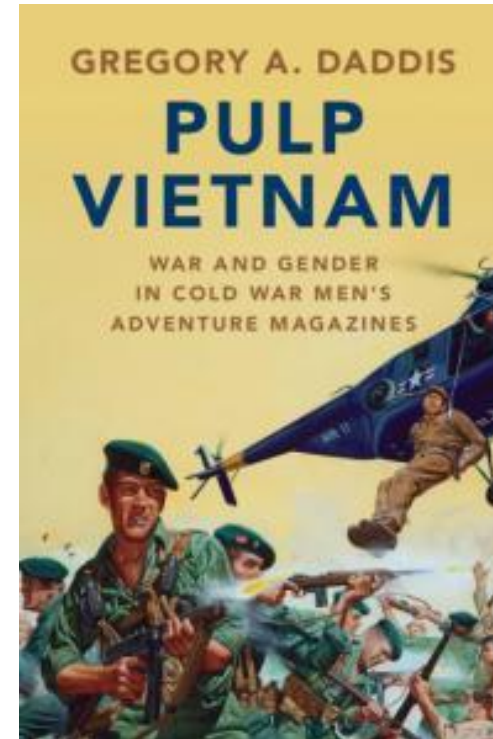
Popular Culture, Magazines, and Gender

Scholars of **gender** and **sexuality** use **magazines** to examine how gender is produced and shaped through **popular media**, cultural anxieties around gender, the ways in which readership is gendered, and more. To the left are some examples of recent academic publications focused on **magazines** and **gender**.

Over the next few slides, this presentation will cover ProQuest magazine archives that can be used for research on gender.



Adkins, Covert, Tawnya J.. *Manipulating Images : World War II Mobilization of Women through Magazine Advertising*, Lexington Books, 2011. ProQuest Ebook Central, <https://www.proquest.com/legacydocview/EBC/1658992?accountid=131239>.



Daddis, Gregory A.. *Pulp Vietnam : War and Gender in Cold War Men's Adventure Magazines*, University of Cambridge ESOL Examinations, 2020. ProQuest Ebook Central, <https://www.proquest.com/legacydocview/EBC/6379863?accountid=131239>.



Coffey-Glover, Laura. *Men in Women's Worlds : Constructions of Masculinity in Women's Magazines*, Palgrave Macmillan UK, 2019. ProQuest Ebook Central, <https://www.proquest.com/legacydocview/EBC/5615384?accountid=131239>.

Women's Magazine Archive: Overview

- Women's Magazine Archive 1 Titles:

- *Better Homes & Gardens* (1922 to 2005)
- *Chatelaine* (1928 to 2005)
- *Good Housekeeping* (1885 to 2005)
- *Ladies' Home Journal* (1883 to 2005)
- *Parents* (1926 to 2005)
- *Redbook* (1903 to 2005)

- Women's Magazine Archive 2 Titles:

- *Cosmopolitan* (1886 to 2005)
- *Essence* (1970 to 2005)
- *Seventeen* (1944 to 2005)
- *Town and Country* (1846 to 2005)
- *Woman's Day* (1937 to 2005)
- *Women's International Network News* (1975 to 2003)

- Women's Magazine Archive 3 (Coming June 2021):

- *Company* (1978 to 2005)
- *Cosmopolitan UK Edition* (1972 to 2005)
- *Flare* (1979 to 2005)
- *Good Housekeeping UK Edition* (1922 to 2005)
- *Prima* (1986 to 2005)
- *She* (1955 to 2003)



Article-level indexing with color page images and searchable text

Women's Magazine Archive: Research Applications

Peer reviewed research on women's magazines:

- Frischherz, Michaela. "Cosmo Complaints: Reparative Reading and the Possibility of Pleasure in *Cosmopolitan* Magazine." *Sexualities* Vol. 21, Iss. 4 (Jun 2018): 552-568.
 - Abstract: "Cosmopolitan magazine has occupied a central position in feminist cultural criticism since Helen Gurley Brown acquired the US edition of the magazine in 1965. Consequently, the magazine endures much criticism for its normative and constantly recycled sex content. By now, many of Cosmo's problems are familiar. This article practices a reparative mode of reading to ask how the discourses of pleasure in the magazine produce, simultaneously, a sexual public aimed at building intimate associations and emergent modes of social self-stylization. The article concludes that a reparative approach makes possible moments of rhetorical invention wherein women productively articulate themselves despite the powerful missteps historically forged in Cosmo's pages."
- Massoni, Kelly. *Fashioning Teenagers: A Cultural History of Seventeen Magazine*. New York: Routledge, 2010.
- Schug, Joanna; Alt, Nicholas P; Lu, Philip S; Gosin, Monika; Fay, Jennifer L. "Gendered Race in Mass Media: Invisibility of Asian Men and Black Women in Popular Magazines." *Psychology of Popular Media Culture* Vol. 6, Iss. 3 (Jul 2017): 222-236.
 - Abstract: "According to gendered race theory, racial stereotypes can contain a gendered component whereby certain racial and ethnic groups are viewed as being more prototypically masculine or feminine. A number of studies investigating gendered race stereotypes have found that Blacks in North American society are represented and conceived as prototypically masculine, while Asians are represented and conceived of as prototypically feminine. This study examined whether patterns consistent with gendered race prototypes appear in mass media depictions, specifically in popular magazines, such that Asian men and Black women are proportionally less likely than other groups to be depicted. The perceived race and gender of 8,672 individuals depicted within 5 issues each of 6 popular magazines were examined quantitatively to examine whether individuals from nonprototypical gendered race categories were less likely to be depicted. The results indicated that Asian women were more likely to be depicted than Asian men, while Black men were more likely to be depicted than Black women, relative to Whites. These results suggest that, consistent with theories of gendered race and intersectional invisibility, individuals deemed less prototypical of their race and gender categories are rendered invisible in societal representations."
- Spencer, Rosemary J; Russell, Jean M; Barker, Margo E. "Temporality in British Young Women's Magazines: Food, Cooking and Weight Loss." *Public Health Nutrition* Vol. 17, Iss. 10 (Oct 2014): 2359-2367.



Men's Magazine Archive

Unprecedented digital access to the backfiles of leading 19th-21st century men's consumer magazines

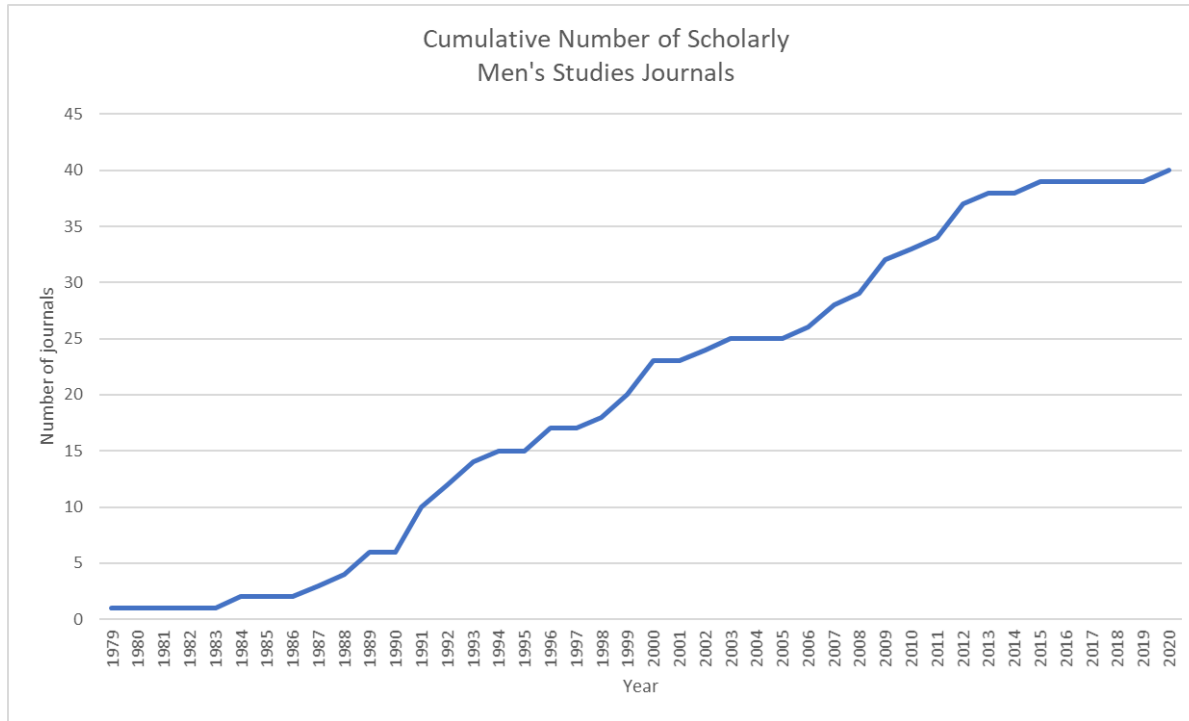
Content details

- **171 years of content:** Digital backfiles of six major magazines from the US and the UK, with coverage dating from 1845 through to 2015 – **cover-to-cover, color scans** of each issue*
- **Key titles:** Includes some of the oldest, most **historically significant men's titles**, including *National Police Gazette* and *Argosy* (both launched in the 19th century and forerunners of modern men's lifestyle magazines)
- **Subject coverage: Cross-disciplinary coverage.** Valuable content pertaining to fashion, popular culture, arts, masculinity, sexuality, society, sports, politics, and health. Important source for women's studies – provides male perspectives / perceptions of women's roles / issues
- **Format: Article-level indexing with color page images and searchable text.** Document type indexing, permitting easy retrieval of specific content, such as advertisements, fashion, health & fitness, photographs

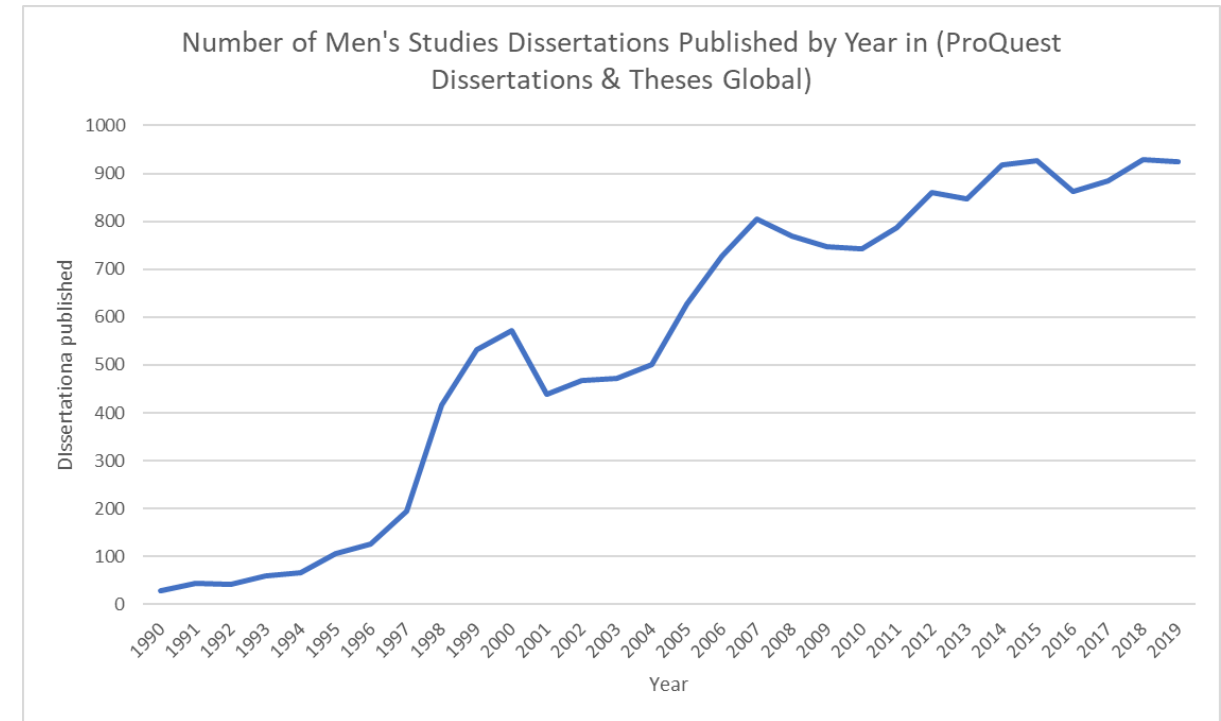
* Policy is to include each issue from the first and to scan from cover to cover. Due to the rarity of this material, there may be small gaps (issues or pages). A number of stories by certain authors are excluded from *Argosy* for rights reasons.



Men's/Masculinity Studies: Research Output



Source: Ulrichsweb



Source: ProQuest Dissertations & Theses Global

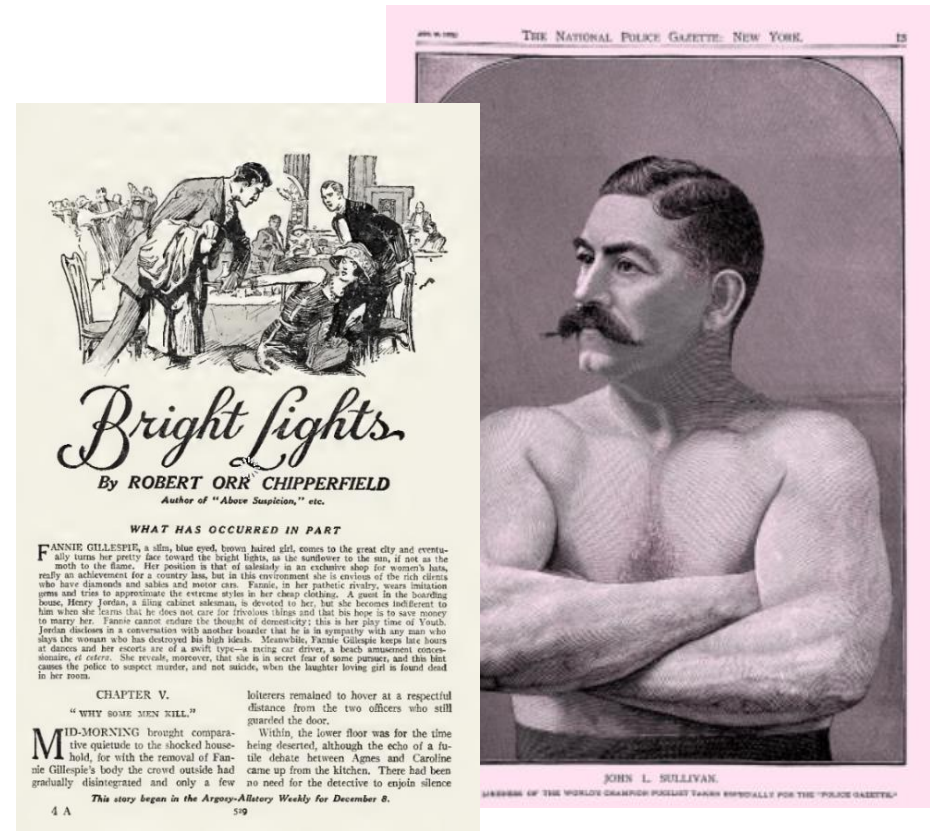
Men's Magazine Archive: Research Applications

Reel, Guy. *This Wicked World: The National Police Gazette, Richard K. Fox, and the Making of the Modern American Man, 1879–1906*. 2003. Ohio University, PhD Dissertation.

From abstract: "This study examines the heyday of the *National Police Gazette*, a lurid New York City magazine that flourished in the late 1800s and early 1900s. In 1876 an Irish immigrant, Richard K. Fox, assumed control of the *Gazette*, and he soon built a reputation for putting out one of the most sensational publications in the country. Using vivid woodcut illustrations, graphic copy, and a sense of editorial outrage, Fox made the *Gazette* into America's leading journal for men. . . Fox is credited with helping make boxing great John L. Sullivan America's first sports superstar."

Gecas, Viktor. "Motives and Aggressive Acts in Popular Fiction: Sex and Class Differences." *American Journal of Sociology* Vol. 77, Iss. 4 (January 1972): 680-696.

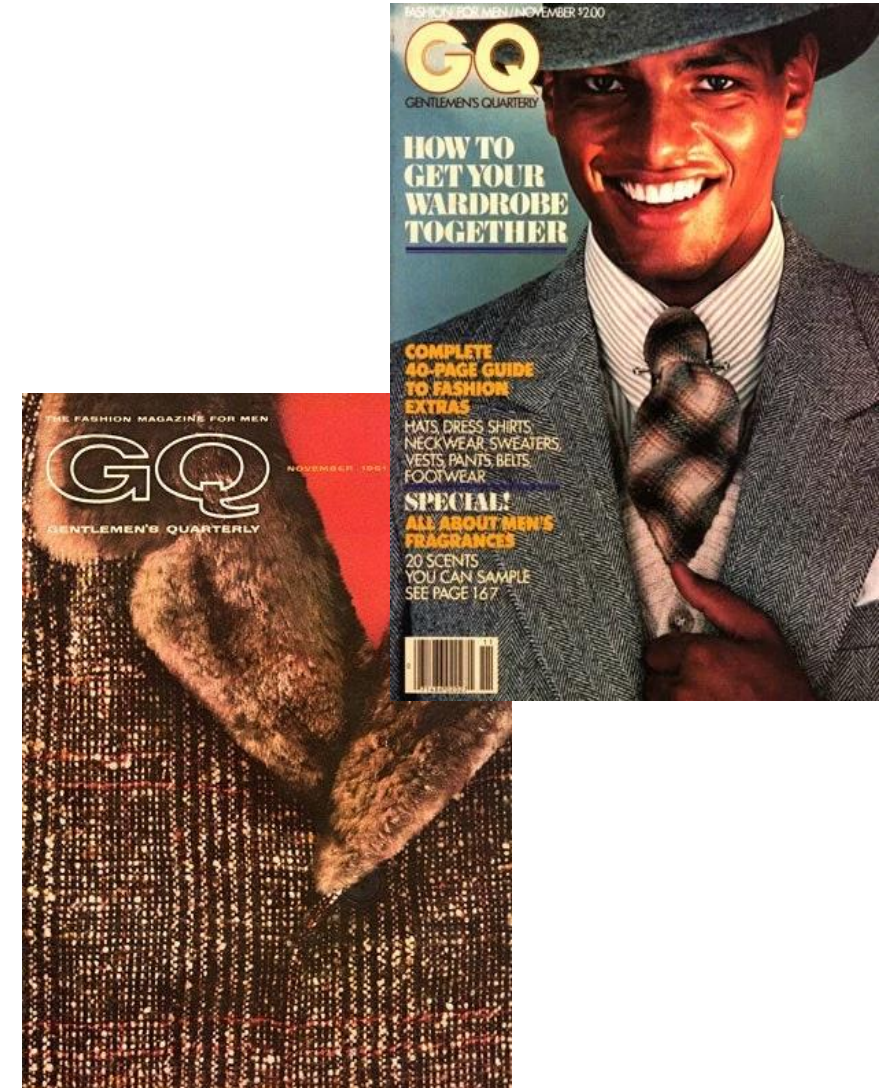
From abstract: "The present study examines the depictions of aggressive acts & their motives for diff SC's & sexes as these groups have been portrayed in popular magazine fiction. A random selection of short stories (N=311) in *Argosy*, *Esquire*, *True Confessions* & *McCall's*, for the time period 1925-65, was content analyzed"



The GQ Archive: Overview

- Backfile of the US edition of GQ magazine
 - Began as fashion trade title (*Apparel Arts*) before becoming a consumer title and subsequently expanding to cover general men's interests / lifestyle topics
- Coverage from the first issue (1931) to the present, with ongoing addition of new issues – 90+ years of content*
- Article-level indexing with color images and searchable text
- Document-type indexing permitting retrieval of specific content such as advertisements, fashion, health & fitness, photographs
- Approximately 200K pages (1931-2019) at launch
- Cover to cover scanning in color

* Policy is to include each issue from the first and to scan from cover to cover. Due to the rarity of this material, there may be some small gaps (issues or pages)

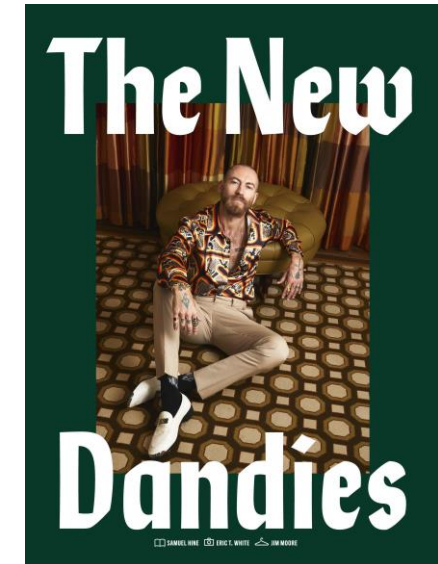
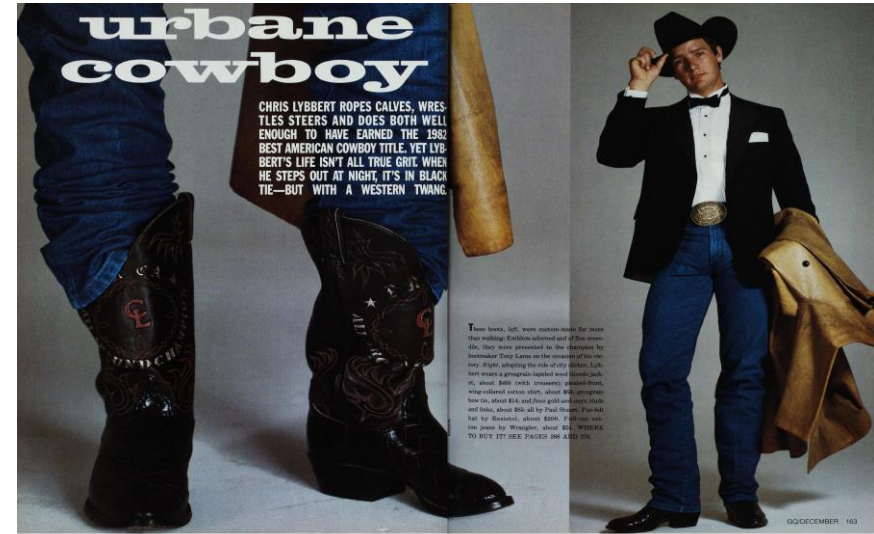


The GQ Archive: Teaching Applications

THE NEW SCHOOL LANG

Fashion and Masculinity course at The New School

“This course focuses on how fashion constructs masculine identities. Merging fashion history, gender studies, film studies, and cultural history, students will become familiar with key shifts in the history of menswear from the nineteenth century to the present day, and gain the ability to contextualize them in regard to developing definitions of masculinity. Archetypes such as the cowboy, the athlete, and the dandy will be explored.”



The GQ Archive: Research Applications

LaCaze, Tray. *The Changing Face of Ralph Lauren's Advertising: A New Lifestyle Image and Increased Nudity*. 2001. University of North Texas, ProQuest Dissertations Publishing.

From abstract: "The findings were obtained by content analyzing all Ralph Lauren advertisements appearing in *Gentlemen's Quarterly* magazine from 1980 to 2000 . . . The study finds that Ralph Lauren lifestyle images have become more urban/hip, and that Lauren's advertising is utilizing more nudity, sexual interaction, and homoerotic imagery."

Floyd, Pamula S. *An Analysis of Serious Journalism in Popular Women's Magazines*. 2018. Regent University, PhD Dissertation.

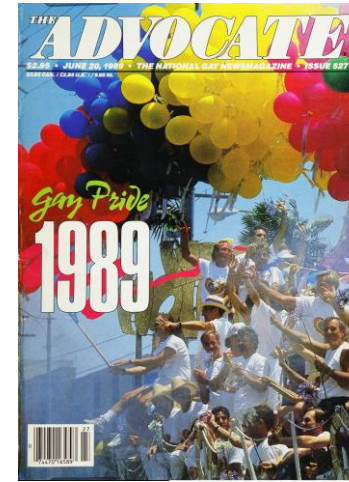
From abstract: [This dissertation will study] "issues of three women's magazines, *Cosmopolitan*, *Teen Vogue*, and *Vanity Fair*, and two men's magazines, *GQ* and *Maxim*. The goal of this study is to determine if women's magazines publish serious journalism and if they publish the same quantity as men's magazines."



Popular Culture and LGBTQ+ Studies

LGBT Magazine Archive

- Archives of magazines serving LGBT+ communities are of central importance for research into their history, often being the **principal sources** for the **documentation of LGBT cultures, lives, and events**
- Deep backfiles of many of the most **respected, long-running** magazines devoted to LGBT topics – 27 titles on completion
- Default coverage from **volume 1 issue 1 through to 2015** – content ranges from the 1950s to recent times
- Page images digitized in **full color** with article-level indexing
- Titles include: *The Advocate* (1967-2015), *AIDS Weekly* (1985-2015), *Diva* (1994-2015), *Gay Times* (1984-2015), *Out* (1992-2015), *The Pink Paper* (1987-2009), *Transgender Tapestry* (1978-2008), and more.



LGBT Magazine Archive: Key Subject Areas

- **Gender / sexuality** – Extensive coverage of the myriad aspects of the lives and experiences of individuals across the LGBT+ spectrum
- **Politics / public policy / law** – Reporting on legislation, reform, and lobbying on LGBT+ issues. Coverage of LGBT+ people's recourse to the law as well as subjection to prosecutions and controls under e.g. obscenity and blasphemy laws
- **The arts / popular culture** – News and reviews in literature, theatre, music, cinema, and television
- **Psychology** – Analysis of the psychological perspectives and experiences particular to LGBT+ individuals
- **Health** – Material about mental, sexual and holistic health tailored to LGBT+ audience. Extensive material about HIV/AIDS. General coverage of diet, fitness and exercise
- **Social history / sociology** – Articles shedding light on key social contexts of LGBT+ community's experiences, including education, family life, careers, leisure, and social/legal (in)equality



LGBT Magazine Archive: Teaching Applications



QUEER POPULAR CULTURE (2020 Winter) Women's and Gender Studies 325

Queer Popular Culture analyzes mainstream **popular culture** through a queer perspective and investigates queer subcultures and their role in creating belonging for the LGBTQ community. Key topics include queer theory, intersectional feminism, heteronormativity, cultural representations, and subversive cultural creation.



FEMGEN 140D: LGBTQ History of the United States

An introductory course that explores LGBT/Queer social, cultural, and political history in the United States. By analyzing primary documents that range from personal accounts (private letters, autobiography, **LGBT magazines**, and oral history interviews) to **popular culture** (postcards, art, political posters, lesbian pulp fiction, and film) to medical, military, and legal papers, students will understand how the categories of gender and sexuality have changed over the past 150 years. This class investigates the relationship among queer, straight and transgender identities. Seminar discussions will question how the intersections of race, class, gender, and sexuality influenced the construction of these categories.



LGBT Pop Culture Course in Humanities

The course will be an exploration of LGBT representation in **popular culture**, literature, and the visual arts—works produced both by and for the community. We will not examine queerness through critical theory, but instead observe what LGBT lives actually look like. We will study and analyze the ways in which authors, artists, and producers create spaces for LGBT bodies to exist through various cultural products and the conversations these products have with contemporary audiences. Topics will include young adult fiction, like Adam Silvera's *History is All You Left Me*; various photography series; films like *Moonlight* and *Loev*; and thriving television shows, such as *Sense8* and *Black Mirror*. Our discussions will put emphasis on understanding the powers of grief, loss, happiness, and love—the things that make us human in a world where so many see us as less.

Youth and Popular Culture Magazine Archive

This collection contains ~250,000 pages of carefully selected periodicals published in the U.S., U.K., and Canada from the 1940s to the present

Content Highlights & Sources:

Teen (1957-2002): One of the longest-running, most widely-read 20th/21st-century youth magazines, *Teen* charts the evolving attitudes and interests of successive generations. At launch its stated objective was to be the first magazine to explore all facets of teenagers' lives and its coverage included features on fashion/style, entertainment, relationships, health, and technology, along with confessional articles and advice columns.

FLiP (1964-1975): A magazine on all things related to youth life including style guidance, celebrity interviews, and advice column answering youth's questions on the challenges they face in their daily lives.

Fabulous 208 (1964-1980): A British pop music magazine that started in the 60's and oversaw a period of popular music consumption, from the early years of the Beatles career to the growth of the music video, etc.

Clarity (1940-1943): This magazine was published for a short period in the 1940's by the Young Communist League, USA and provides a unique insight to the political influences on youth culture of this time

Hullabaloo/Circus (1966-2006): An American magazine published from the 1960's to mid 2000's that is completely devoted to rock music. Mainly catered to teenage boys, this magazine covered everything related to rock music from hard rock to glam metal to grunge.



Health & Fitness Magazine Archive

Content details

- 66 years of content: Digital **backfiles of nine major magazines** from the US and the UK, with coverage dating from **1950 through to 2015** – cover-to-cover, color scans of each issue*
- **Key titles:** Includes several of the **leading titles of this type**, including *Prevention* (launched in 1950), *Men's Health*, *Women's Health*, and *Flex*
- **Subject coverage:** **Cross-disciplinary coverage**, serving topics such as the history of sex roles, body image, fitness/exercise, public health, food/nutrition, and medicine
- **Format:** **Article-level indexing** with **color page images** and **searchable text**. Document type indexing, permitting easy retrieval of specific content, such as advertisements, fashion, health & fitness, photographs

* Policy is to include each issue from the first and to scan from cover to cover. Due to the rarity of this material, there will be small gaps (issues or pages)



Health & Fitness Magazine Archive: Race, Ethnicity, and Gender Teaching Applications

PennState

African American Studies 114: Race, Gender, and Sport

This course addresses the race, gender and sport relationship from two complementary angles. First, we will examine the ways that sport gives meaning to racial and gender identity. We will consider, for example, how and why sport posits the differences between men and women according to assumptions about physical strength, and how and why sport reinforces dubious assumptions regarding the physical superiority and cognitive inferiority of black athletes. Second, we will examine the ways that sport works as a setting in which political struggles around race and gender are imagined and expressed. From the 1968 stand by black track and field Olympians, to Billie Jean King's 1973 famous "Battle of the Sexes," to tennis player Venus Williams' achievement of gender pay equity in 2007, to sports figures protesting on behalf of the Movement for Black Lives in 2016, athletes have long placed their social identities at the center of political speech.



Sports and Society Journalism 204

Sports often serve as a reflection for society's greater trends and movements. It does so because so much of sports and the drama, pathos and passion for it derives from a collective population – its fans, athletes and the industry that surrounds them. Inevitably, all participants in the sports industry bring with them into their respective arenas of competition their own opinions, causes, and agendas. This is the intersection of society and sports, and the role sports plays in affecting change or serving as a platform for debate. Students in this discussion-based course will examine a brief history of pointed moments of this intersection, as well as some of the largest topics facing our country today and how they affect sports – or even how sports affects society.

Health & Fitness Magazine Archive: Race, Ethnicity, and Gender Teaching Applications

IOWA

African American Studies 2079: Race and Ethnicity in Sport

This class uses sport to foster an understanding of how racism functions institutionally as a form of power both historically and presently in sport and society. The goal is for all of us to come to a better understanding of how racism works, and to better learn how to be active in anti-racism efforts. The course's first module focuses on African American sporting histories through an analysis of historical **newspaper coverage** and culminates in an athlete-specific project of each student's choosing. The second module focuses on a diversity of racial and ethnic intersections in sport through a variety of 'mini' research experiences such as **media and film analysis** which examine the variety of ways in which race and ethnicity is experienced and represented in and through sport.

Amherst College

American Studies 208: Asian Pacific American Sports: Clever Headers and Warriors

Why were media and fans so surprised by NBA player Jeremy Lin's success? Similarly, why do observers of American football explain Pacific Islanders' overrepresentation in college and professional football in terms of innate physical traits? Colonial expansion across the Pacific spread American economic and cultural influence, transforming native sporting practices and spurring a transnational flow of athletes, fans, and their communities. This dynamic explains, in part, the prominent role of Pacific Islanders in today's NFL. In this course, we will study the diffusion of Western sports in Asia and across the Pacific, the development of Asian Pacific American sports in Hawai'i and the mainland, and the increasing transnational nature of sports to gain a greater appreciation for Asian Pacific American sports and its historical contexts.

Health & Fitness Magazine Archive: Race and Ethnicity Research Applications

- Lopez, Vera. “No Latina Girls Allowed: Gender-based Teasing within School Sports and Physical Activity Contexts.” *Youth & Society* Vol. 51, Iss. 3 (Apr 2019): 377-393.
- Cites: Larsen, Britta A; Pekmezi, Dorothy; Marquez, Becky; Benitez, Tanya J; Marcus, Bess H. “Physical Activity in Latinas: Social and Environmental Influences.” *Women's Health* Vol. 9, Iss. 2 (March 2013): 201-210.
- Subject areas: Ethnic identity, sex differences, sports, health, self-perception

Physical activity in Latinas: social and environmental influences

Britta A Larsen*¹, Dorothy Pekmezi², Becky Marquez¹, Tanya J Benitez² & Bess H Marcus¹

Latinas are the largest, fastest growing female ethnic minority group in the USA, and also report the lowest levels of physical activity. Following the framework of the social ecological model, this review examines unique social and environmental factors that influence physical activity in Latinas. Research shows that Latinas receive little social support for activity despite having large, close-knit social networks. Interventions incorporating social support components are generally efficacious. Latinas also face many environmental barriers, including crime, heat, traffic, lack of facilities and a fear of immigration enforcement, and there have been few attempts to address environmental barriers in Latino communities. Successful future interventions will need to consider unique social and environmental barriers affecting Latinas, and help Latinas learn to incorporate social networks into physical activity participation.



Health & Fitness Magazine Archive: LGBTQ Research Applications

- Schippert, Claudia. "Can Muscles Be Queer? Reconsidering the Transgressive Hyper-built Body." *Journal of Gender Studies* Vol. 16, Iss. 1 (2007): 155-171.
- Subject areas: Gender identity, sexuality, social norms

HIV/AIDS

Different HIV rates among gay men and straight people not fully explained by sexual behavior

2007 OCT 4 (NewsRx) – By a News Reporter-Staff News Editor at Women's Health Weekly – Differences in sexual behaviours do not fully explain why the US HIV epidemic affects gay men so much more than straight men and women, claims research published ahead of print in the journal *Sexually Transmitted Infections*.

In 2005, over half of new HIV infections diagnosed in the US were among gay men, and up to one in five gay men living in cities is thought to be HIV positive.



GAY GUYS

By
Michael Callahan

Illustration by
Jonathan Carlson

TO THE RESCUE!

Page
157

Same-sex couples are happier and more satisfied—and have better sex—than everyone else. Use their secrets to supercharge your own relationship.

Entertainment Industry Magazine Archive

- 135 years of content: digital backfiles of 62 major magazines, from 1880 to 2015
- Key titles: *Billboard*, *Emmy*, *The Hollywood Reporter*, *Spin*, *Uncut*, *Variety*, *Vox*
- Subject Coverage: Covers film, music, broadcasting and theater are included, together with film fan magazines and music press titles
- Format: Issues have been scanned in high-resolution color, with granular indexing of articles, covers, ads and reviews.



Entertainment Industry Magazine Archive: Teaching Applications



REMU-UT 1130 TOPICS: NIRVANA & THE CULTURE OF INDIE MUSIC

2 credits, open to non-majors.

Nirvana's *Nevermind* is often listed alongside The Beatles' *Sgt. Pepper's Lonely Hearts Club Band* as one of the most important albums in rock history. Spearheaded by the late Kurt Cobain, Nirvana also helped shape the development of alternative independent rock in the 1990s. This unique course will consider the music and culture that shaped the rise of Nirvana, and the music and culture that Nirvana gave rise to. We'll examine the development of semi-popular music in the 1970s and its relationship to popular music; the development of the self-sufficient independent rock underground of the 1980s and its rejection of popular music; and Nirvana's explosion into the mainstream in 1991 and popular music's embrace of the rock underground. As we read texts like Michael Azzerad's *Come as You Are* and watch documentaries and music videos, we'll investigate broader issues of subculture and bohemia, and their relationship to each other as well as to the pop mainstream. Students will consider why punk values triumphed in America in 1991, why Nirvana were the band that made it happen, and how the repercussions still shape the ambitions of bands and their audiences today.



AMERICAN STUDIES: *HISTORY AND CULTURE OF HIP-HOP (3)*: Historical, social, political, and aesthetic roots of hip-hop culture and music. The place of hip-hop in a larger global commercial exchange, advertising, fashion, cinema, music video, and popular literature.

Entertainment Industry Magazine Archive: Race and Ethnicity Teaching Applications



African American and African Studies: Introduction to Black Popular Culture

A critical analysis of the commodity production and consumption of black popular culture products, such as **fashion, film**, urban fiction, **music**, vernacular expression, **television** and **advertising**.



African & African Diaspora Studies 3300: Black Film at the Oscars

In 1939, at the height of Jim Crow, the first black person to win an Oscar, Hattie McDaniel, did so for playing a stereotypical black mammie. In 2018, in the wake of the Ferguson Uprising and the emergence of Black Lives Matter, Jordan Peele took home a Best Screenplay Oscar for *Get Out!*, his horrifying satire of American anti-blackness. Each year, when we sit down to watch the Academy Awards, we are not only witnessing the celebration of the supposed best that cinema has to offer, we are also encountering a barometer for mainstream American culture's ideas about blackness. To "read the Oscars" we will closely view work by black filmmakers and actors that has been both lauded and snubbed by the Academy. What do these films and performances say about blackness and whiteness and why has the Academy either embraced or rejected certain cinematic messages about race at certain historical moments.

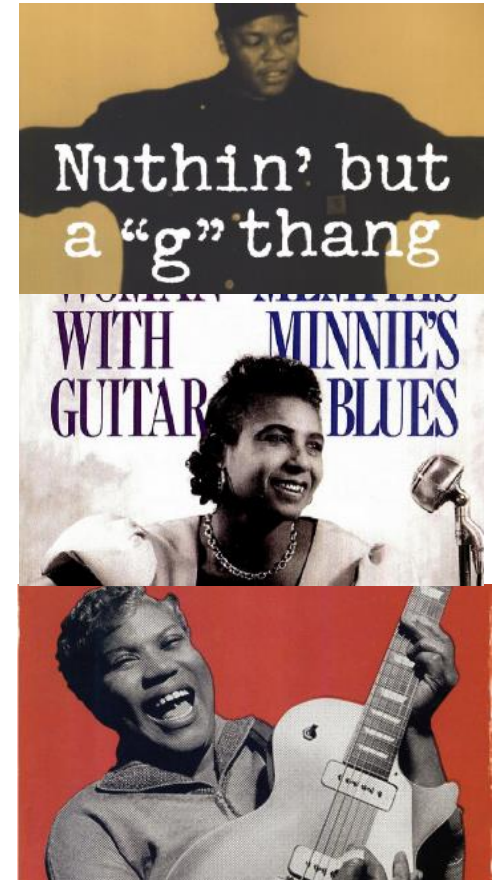
Additional Databases to Research the Entertainment Industry

- [Music Online: African American Music Reference](#)

- Chronicle the diverse history and culture of the African American experience through music.
- Full text from major reference works.
- Biographies and personal narratives from oral histories.
- Manuscripts, song-sheets, lyrics, discography data, and other text sources cover jazz, spirituals, civil rights songs, slave songs, minstrels, rhythm and blues, gospel, and other forms of black American musical expression.

- [Music Video Collection](#)

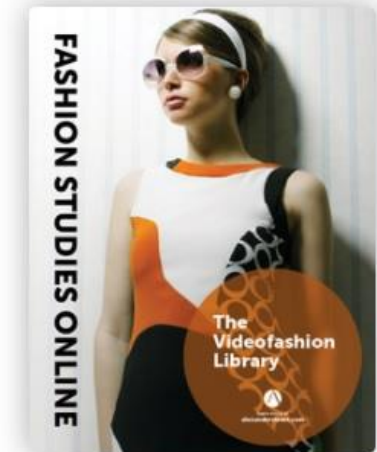
- 1,600+ performances in video, including 200 full operas and 75 dance titles
- 60+ master classes, including exclusive content from the award-winning Masterclass Media Foundation such as the Joan Rodgers: Opera Arias – Singing Masterclass and the Emanuel Ax: Beethoven – Piano Masterclass
- 250+ full-length documentaries and interviews
- Supplementing classical music, 250+ titles explore a variety of musical styles from around the world including jazz, rock, latin, hip hop, and more.



Popular Culture and Fashion: Fashion Studies Online

[Fashion Studies Online: The Videofashion Library](#)

- Contains **1,200 hours** of vivid video capturing the many faces of fashion—including nearly **40 years** of worldwide fashion shows, designer profiles, documentary segments, and more—into one convenient online learning interface.
- Content in the collection is diverse, covering both the behind-the-scenes work and the end garments that appeared in stores and on runways in Milan, Paris, London, and New York. It showcases decades of work from top designers and labels including Giorgio Armani, Chanel, Oscar de la Renta, Christian Dior, Fendi, Dolce & Gabbana, and more.
- The collection includes the top series from the history of Videofashion, including *Designer DNA*, *Elements of Style*, *Fashion Classics*, *Millennium Fashion*, *Model TV*, and *VideoFashion News*. In addition to fashion studies programs, wide-ranging video content gives the collection relevance to students and faculty in business, economics, theatre, costume design, dance, history, and cultural studies.



**Fashion Studies Online:
The Videofashion Library**

Popular Culture and Fashion: Teaching Applications



ANT 305 - The Cultural Politics of Fashion

Everyone gets dressed: the creation of desire and cultivation of a consumer culture transcends geographic boundaries (from Dubai to Delhi, Paris to Tehran and NY to Tokyo). Fashion is personal, public and profitable: considering fashion and taste as a dialectic shaped by local and global networks, our point of departure is on interaction and fusion between companies and consumers, brands and boutiques, luxury malls and museums, and fashioning identities in print and moving images.

Popular Culture and Fashion: Research Applications

Peer reviewed research on fashion and popular culture:

- Caldeira, Sofia P. "'Shop It. Wear It. 'Gram it.': A Qualitative Textual Analysis of Women's Glossy Fashion Magazines and their Intertextual Relationship with Instagram." *Feminist Media Studies* Vol. 20, Iss. 1 (Feb 2020): 86-103.
- Kuipers, Giseline; van der Laan, Elise; Arfini, Elisa A G. "Gender Models: Changing Representations and Intersecting Roles in Dutch and Italian Fashion Magazines, 1982-2011." *Journal of Gender Studies* Vol. 26, Iss. 6 (Dec 2017): 632-648.
- Mazzarella, Francesco; Storey, Helen; Williams, Dilys. "Counter-narratives Towards Sustainability in Fashion. Scoping an Academic Discourse on Fashion Activism through a Case Study on the Centre for Sustainable Fashion." *The Design Journal* Vol. 22, Iss. sup1 (Apr 2019): 821-833.
- Tulante, Meriel. "High Fashion in Film: Italian Identity and Global Anxiety in Valentino: The Last Emperor and Gomorrah." *Journal of Italian Cinema & Media Studies* Vol. 1, Iss 3. (2013): 245-262.
- Wu, Meng-Shan Sharon; Chaney, Isabella; Chen, Cheng-Hao Steve; Nguyen, Bang; Melewar, T. C. "Luxury Fashion Brands: Factors Influencing Young Female Consumers' Luxury Fashion Purchasing in Taiwan." *Qualitative Market Research: An International Journal* Vol. 18, Iss. 3 (2015): 298-319.



Popular Culture and Food: Food Studies Online

[Food Studies Online](#)

Alexander Street's *Food Studies Online* is a first-of-its-kind database, bringing together rare and hard-to-find archival content with visual ephemera, text, and video. Food studies is a relatively new field of study, and its importance is felt in many major disciplines. It has social, historical, economic, cultural, religious, and political implications that reach far beyond what is consumed at the dinner table.

Contents:

- **100,000 pages** of primary archival materials, images, and secondary works and **110 hours** of documentaries and series
- **Collection Highlights:** National Archives - Records related to the school lunch program 1940-1973; National Archives - WWII Food Campaign Files, 1941-1948; *The Cheese Reporter* (1929-2014); *Food Ephemera Collection*



Popular Culture and Food: Race and Ethnicity

Teaching Applications

SKIDMORE

American Culture 101: Eating in America

This course is an interdisciplinary analysis of the evolution of American cuisine, foodways (these are diverse) and food politics. Beginning with **Native American foodways** and the impact of **colonization** on them, we will study regional food patterns of the colonial period, consider the development of distinctively American styles of cooking and eating in the 19th century with special attention to the effect of immigration, and explore the impact of **science, business, technology, globalization** and **changing family patterns** on U.S. food in the 20th and 21st centuries.



Afroamerican and African Studies 104: African American Foodways

This course looks at the historical and cultural development of food provisioning within African American culture. We explore how certain foodstuffs become traditional through the **multi-ethnic societies** of the early United States as well as in more recent historical moments like the Great Migration, the Dust Bowl, and the Black Power Movement. We will work to connect these moments to the everyday spaces of African American life by examining how **domestic science, retail catalogs, radio, and television** contribute to the symbolic meanings of food. By the end of the semester, students will better understand the contexts within which African Americans debate the value of group identity through food.

Popular Culture and Food: Race and Ethnicity

Teaching Applications



LACS 26822. Women and Food in Latin America

Taking on a transatlantic and trans-historic approach to understanding the role and representation of women in connection to food, this course will explore a diverse array of cultural artifacts ranging from 1583 to contemporary times. We will read authors such as Sor Juana Inés de la Cruz, Spanish chronicles about the food cultures of the Mexica people, alongside cookbooks, and representations of women and food in Baroque, Colonial Latin American, and Latinx art. We will put premodern and modern sources in dialogue in order to flesh out the long-standing ideas and representations of women's relation to food. Some of the questions we will explore are: How have notions of race shaped the experience of Latin American women in the kitchen? What modes of knowledge transmission has food enabled for women? How have Mexican and Latinx women re-appropriated the figure of a 17th-century poet as a culinary icon? How have poets re-imagined the religious meanings of food? Our focus will be on how notions of motherhood, femininity, and sexuality are expressed and constituted in practices and cultural beliefs about food. We will also explore how women have reimagined the space of the kitchen and challenged conventions such as domesticity, breastfeeding, health, and appetite. Today, gender inequality in the domestic space and the food industry is still very much a reality. For that reason, this class also aims to reflect upon women's contemporary issues in relation to eating and cooking.

LACS 26388. Food Justice and Biodiversity in Latin America

This course asks how the relationships between food production and consumption, economic justice, and biodiversity have changed over the last century in Latin America. As a region known both for its ecological diversity and as a producer of tropical foods regularly consumed in the United States, Latin America is also a site in which plantation style agriculture has often undermined such celebrated biodiversity. In centering the role of workers and consumers, it considers the layered relationships- ecological, social, political, economic and cultural-between the production and consumption of food from Latin America.

Popular Culture and Food: Research Applications

Peer reviewed research on Food Studies:

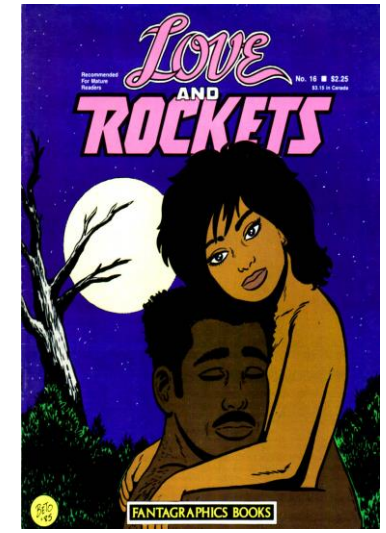
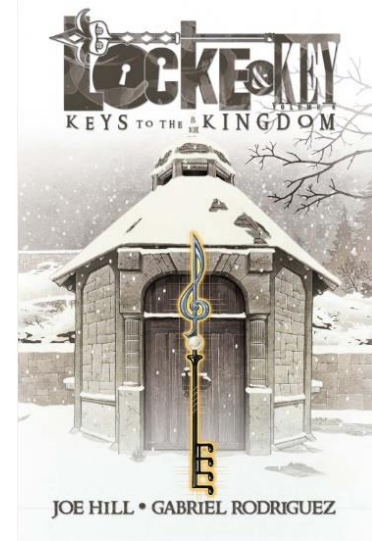
- Asquith, Kyle. "Join the Club: Food Advertising, 1930s Children's Popular Culture, and Brand Socialization." *Popular Communication* Vol. 12, Iss. 1 (Jan 2, 2014): 17-31.
- Chiles, Robert Magneson. "Hidden in Plain Sight: How Industry, Mass Media, and Consumers' Everyday Habits Suppress Food Controversies." *Sociologia Ruralis* Vol. 57, Iss. S1 (Dec 2017): 791-815.
- Davidauskis, April. "'How Beautiful Women Eat': Feminine Hunger in American Popular Culture." *Feminist Formations* Vol. 27, Iss. 1 (Spring 2015): 167-189.
- Parasecoli, Fabio; Turetzky, Nachum. "Bite Me: Food in Popular Culture." *HAGAR* Vol. 10, Iss. 2 (Jan 2012): 181-180.
- Piatti-Farnell, Lorna. "Consumption, Health, and Disposability in SpongeBob SquarePants." *Australian Journal of Environmental Education* Vol. 31, Iss. 1 (Jul 2015): 132-145.
- Supski, Sian; Tanner, Claire; Maher, JaneMaree; Wright, Jan; Lindsay, Jo; et al. "The Ineffable Allure of Sugar-- Hammer Cake, *That Sugar Film*, and Contradictory Pleasures." *Food & Foodways* Vol. 29, Iss. 1 (Jan 2021): 44-65.



Popular Culture: Comics and Graphic Narratives

Comics and Graphic Narrative are a rising area of research that is part of Popular Culture Studies

The **Underground and Independent Comics** and the **World of Archie Comics Archive** databases contains in-depth interviews with mainstream, classic, underground, and small-press creators.



Underground and Independent Comics

Content details

- **Eight decades of coverage:** Digital backfiles of more than 100 titles, with coverage dating from the 1940s through to the present – **cover-to-cover, color scans** of each issue*
- Covers **comic book series** as well as **graphic novels, annuals, one-shot publications, books, and magazines**, including *The Comics Journal*.
- **200,000 pages** of original material alongside interviews, commentary, criticism, and other supporting materials.
- **Key content:** Features *Essex County* by Jeff Lemire, *The Adventures of Hugo Tate* by Nick Abadzis, *From Hell* by Alan Moore and Eddie Campbell, *Locke and Key* by Joe Hill and Gabriel Rodriguez, *120 Days of Simon* by Simon Gardenfors, *Komiks: Comic Art in Russia*, publications from EC Comics, and more.
- **Subject coverage: Cross-disciplinary applications.** Serves research in many departments, including American studies, English, Communications, Women's and Gender studies, Cultural studies, and dedicated Comics Studies departments
- **Format: Detailed article-level indexing with color page images and searchable text**

* Policy is to include each issue from the first and to scan from cover to cover. Due to the rarity of this material, there will be some gaps (issues or pages).

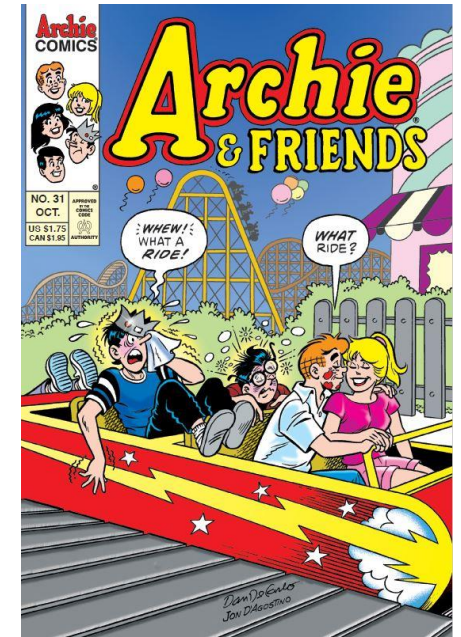
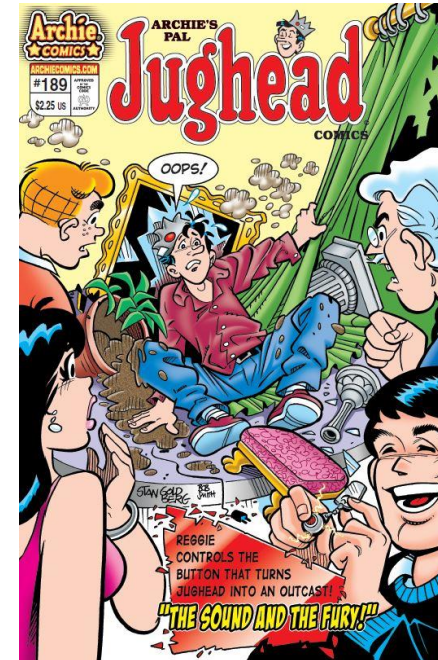


The World of *Archie* Comics Archive

Content details

- **Eight decades of coverage:** Digital backfiles of more than 100 titles, with coverage dating from 1943 through to 2020 – **cover-to-cover, color scans** of each issue*
- Covers **comic book series** as well as **graphic novels, annuals,** and **one-shot publications**
- **Key content:** Features the full run of the flagship *Archie*, as well as other major titles such as *Sabrina: The Teenage Witch*, *Betty & Veronica*, *Josie and the Pussycats*, and *Jughead*. Also includes rare, influential **early superhero comics** from the 1940s
- **Subject coverage: Cross-disciplinary applications.** Serves research in many departments, including American studies, English, Communications, Women's and Gender studies, Cultural studies, and dedicated Comics Studies departments
- **Format: Detailed article-level indexing with color page images and searchable text**

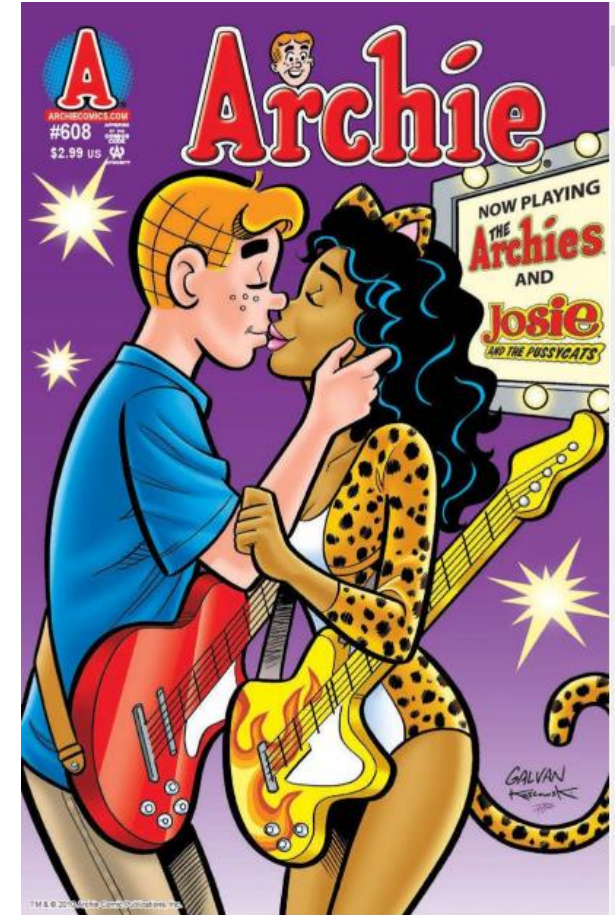
* Policy is to include each issue from the first and to scan from cover to cover. Due to the rarity of this material, there will be some gaps (issues or pages).



The World of *Archie* Comics Archive: Research Applications

Example titles of research publications analyzing *Archie* Comics publications:

- Brown, Christina Marie. *Casting a Spell on Feminism: A Rhetorical Analysis of Sabrina Spellman and the Dialectic of Feminist Liberation and Patriarchal Control*. 2020. University of Alabama, Dissertation.
- Danzak, Robin L. "Defining Identities Through Multiliteracies: EL Teens Narrate Their Immigration Experiences as Graphic Stories." *Journal of Adolescent & Adult Literacy* 55.3 (2011): 187-196.
- Dennis, Jeffrey P. "'Veronica and Betty Are Going Stead!': Queer Spaces in the Archie Comics." *torquere: Journal of the Canadian Lesbian and Gay Studies Association* Vol. 4-5 (2002): 125-142.
- Hopkins, Susan. *Girl Heroes: The New Force in Popular Culture*. Annandale: Pluto Press, 2002.
- Johnson, Caroline Elizabeth. "*Archie's Girls?*" *Betty, Veronica, and the Rise of American Youth Culture, 1941-1950*. 2016. Miami University, Masters Thesis.
- Miller, Nicholas E. "Asexuality and Its Discontents: Making the 'Invisible Orientation' Visible in Comics." *Inks: The Journal of the Comics Studies Society* 1.3 (Fall 2017): 354-76.
- Moffatt, Lyndsay and Norton, Bonny. "Popular Culture and the Reading Teacher: A Case for Feminist Pedagogy." *Critical Inquiry in Language Studies* 2.1 (2005): 1-12.
- Norton, Bonny. "The Motivating Power of Comic Books: Insights from Archie Comic Readers." *The Reading Teacher* 57.2 (Oct 2003): 140-7.
- Wrhel, Nat. "Jughead: Revealing the Closeted Ace." *The Acest of Aces: Representations of Asexuality in Fiction*." Truman State University. 2017. Dissertation.
- York, Rafiel. "Rebellion in Riverdale." *Comic Books and the Cold War: Essays on Graphic Treatment of Communism, the Code and Social Concerns*. Eds. Chris York and Rafiel York. Jefferson, North Carolina: McFarland & Company, Inc., Publishers, 2012. 103-114.



Popular Culture and DEI

Popular culture studies is a growing field for researchers, and a common area of focus for courses on issues related to diversity, equity, and inclusion.



Q & A