Making Media, Making Meaning:
Zines and Critical Consciousness in Young Women

Senior Work Project
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By
Eleanor Whitney

New York, New York

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Advisor: Rasmia Kirmani
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Young men need a narrative that they can connect with. They need role models and exemplars that can portray a positive image of masculinity that is still cool. They need to be taught what "being a man" means. The emphasis among young women on wage-earning capacity, along with changes in sexual status and maternity, is also an increasingly global trend. And in the affluent West it offers great opportunities for new forms and patterns of consumption. While these issues have been discussed by feminist social scientists, in feminist media and cultural studies they tend to be only acknowledged rather than drawn on as starting points for analysis.

In addition there were areas where editorial responsibility extended to making feminist common-sense more widely available to young women readers on issues such as abortion and contraception, racism, sexual health, rape, sexual violence, workplace harassment, and other related issues. Critical consciousness, conscientization, or conscientização in Portuguese, is a popular education and social concept developed by Brazilian pedagogue and educational theorist Paulo Freire, grounded in post-Marxist critical theory. Critical consciousness focuses on achieving an in-depth understanding of the world, allowing for the perception and exposure of social and political contradictions. Critical consciousness also includes taking action against the oppressive elements in one's life that are