Cultural Messaging:

Laura Mulvey and the “male gaze”
- Inequality in terms of gender relationships, but important for all types
- Looked at film
- In order to be pulled into the film, be involved in it and hope for the hero to win, had to empathize with male protagonists perspective
- Noted dominance of male perspective (gender power asymmetry)
- Women also adopt the “male gaze” and look at themselves through eyes of men in order to enjoy the film/care/be involved in it
- Consumption of cultural products
- Gaze is never challenged, women have to be bi-gendered or bi-cultural or develop greater deal of empathy

Advantage of subordinate status:
- W.E Dubois – “second sight”
- Ahead of his time, not as widely read and respected because he is black
- Slaves/servants have a superpower
- Perspective of the servant in a white home – “The Souls of Black Folk”
- Ugly inner workings of white master
- Slave has intimate knowledge of the person who is in position of power over them, best type of servant knows master’s desires before the master knows themselves, servant knows routines
- This knowledge leads to advantage – sympathy, also see what others think of you while you see them