

REMIX, REMEDIATE, AND REINSCRIBE: How New Media Reinforces Old Gender Roles

With its potential for enabling new social formations, relations, and representations, it is tempting to believe in the promises of new media to facilitate new ways of being, thinking, and seeing. But new media isn't new; it's simply old media remixed, repurposed, and repackaged in new forms. As J. David Bolter and Richard Grusin suggest, this remediation, the "representation of one medium in another," is a defining characteristic of new media. What new media draws from old media is not only topical, but ideological as well; its content emerges from cultural contexts that reflect the beliefs and biases inscribed within.

In order to examine the ways in which new media communicates "old" gendered ideologies, this paper will present three practices common to new media production — the remediation of old media forms, the overanxious response to female authority, and the differential scripting of male and female characters' language and location. Ultimately, this paper will argue that without a critical literacy of new media *production*, new media simply reproduces, reinscribes, and reinforces gender binaries and culturally constructed gender roles. At best, this repackaging allows such ideologies to hide in plain sight, and at worst, it enables them to appear progressive.

An interesting title

Identify the topic or subject of your paper—the question (problem, or investigation) it raises.

topic = new media; question = does it facilitate new ways of thinking?

Emphasize your position

(your proposition, or theory)—your central idea regarding the question/problem/topic.

the position = new media reproduces ideologies from old media

Locate the topic or subject in terms of a field of something (discussion, area, scholarship, discipline, current event). Who or what provides the (intellectual? discursive?) context for the problems or question the paper raises?

location = field of cultural studies (also could have located it in business or business writing pedagogy)

Sketch (this is optional) your two/three points of argument.

points of argument = 1) remediation of old media, 2) response to female authority, 3) differential scripting

Suggest importance

it's important because we need a critical literacy of new media production to avoid reproducing ideologies