Christina Ortega Week#2 4/1/14 Journal # 2

ComS 168 Journal Assignment

***Description of what prompted you to write:***

In re reading Chapter 13 about feminism, I observed Hart and Doughton’s emphasis on Fetterly’s claim that “women are being taught to identify against themselves.” As we look in to the process of rhetorical criticism, I am reminded of the concepts of etic and emic. Being a woman and raised in America, I am finding how easy it is, if you are unaware, to follow the “norms” of a male dominated society, even in the way we view ourselves.

It is easy to take an emic point of view of what we have been taught throughout our childhood about the roles and duties of women compared to those of men. This concept is important when we look at rhetoric and focus on it through our refined lenses. The ability to be objective in our own sex, race, seems to be easy as we have experience and an emic point of view. The key, I am finding through our increased knowledge of these concepts, is to be objective, even in our own being in order to see underlying assumptions that can alter our ability to understand ideologies.

***Linkage to other ideas, concepts, quotations, articles, etc.***

Hart and Doughton state a few times in chapter 13 when referring to female representation in text and film, “the rhetoric of film teaches an audience to see female characters from the male character’s perspective…women are being taught to identify against themselves (p 299).” “Women are given so little to identify with on the screen (p, 299).”

***Explain insights generated by the connections you’ve drawn about rhetorical theory or praxis or criticism; feature what you are learning***

Through our critical lens, it is important for us as critics to realize that there may be underlying assumptions and it is our job to recognize them.

Hart and Doughton emphasize that our goal in feminist criticism is “to discover how rhetorical texts become gendered and how such gendering blinds audiences to some realities while opening them up to others (p, 287).”

I think in learning to recognize these characteristics in feminist criticism, we are able to discover a new layer of social fabric that we may have been oblivious to before.