MEDIA MADNESS: MULTIPLE IDENTITY (DIS)ORDERS IN MAD MEN

Lynne Joyrich will present some of her recent work in the study of television and culture, focusing on the award-winning program Mad Men. Exploring how Mad Men’s multiple media positions (across television, advertising, film, and digital technologies) intersect with the program’s treatment of various social positions (across categories of race, sexuality, gender, and generation), she will address issues of media, identity, and consumer culture.

September 28, 2010 • 5:00 pm
Pembroke Hall, 305
Reception to follow

Lynne Joyrich
Associate Professor Modern Culture & Media

• GENDER & SEXUALITY STUDIES ANNUAL LECTURE •