

**ANALYSIS OF AUDIENCE RECEPTION OF SYMBOLIC GENDER ROLES
IN DOVE CAMERON'S "BREAKFAST" MUSIC VIDEO**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

ANALYSIS OF AUDIENCE RECEPTION OF SYMBOLIC GENDER ROLES IN DOVE CAMERON'S "BREAKFAST" MUSIC VIDEO

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Media representation defines social reality by virtue of meanings negotiated through symbols, creating symbolic boundaries that define identities, one of which is gender. Symbolic boundaries of gender have revolved around the roles of masculinity and femininity, much of which were socialized by the media. Dove Cameron's music video for "Breakfast" (2022) challenges these symbolic boundaries by portraying boundary-crossing through the role reversal of men and women. Using Stuart Hall's Reception Analysis, this study sought to evaluate the way messages of symbolic gender boundaries are portrayed, how audiences respond to modern representations of gender boundaries, as well as to compare and contrast the way male and female audiences. Data was collected from two focus group discussions separated by the participants' self-identified gender. This research found that younger audiences, whether male or female, react positively and are receptive to the messages of gender boundary-crossing, and they actively reconstruct the symbolic boundaries of gender.

Keywords: media representation, symbolic boundaries, boundary-crossing, gender, audience reception.



DEDICATION

I dedicate this work to trans and queer trailblazers who made Pride what it is today,
and to the community keeping the fight alive.



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There is only one name attached to the author of this thesis, but several people contribute to the success of this study, and it would be amiss not to acknowledge them here.

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