At the 2014 MTV Music Video Awards, popular music artist Beyoncé performed in front of a brightly-lit backdrop of the word “feminist,” and immediately sparked a public debate about the meaning and “sexiness” of feminism contemporarily. While the ensuing debate about feminism and its relationship to popular artists and media is interesting, perhaps more telling is very fact that a high-profile celebrity performance sparked such vociferous debate in the first place. With the continued growth of new technologies in media -- and especially in social media -- our lives are mediated in rapidly shifting ways. Taking popular culture (e.g. T.V., advertisements, shopping, fashion, film, music, etc.) as its primary subject of inquiry, this course explores how relations of power are transmitted through cultural forms. Using a critical, intersectional, feminist approach, we will also critically assess the messages and implications of various media, such as blogs, twitter, instagram, facebook, and tumblr, and the ways they both reflect and help shape our social realities.