Becoming Rosie: Rosie the Riveter and Performative Gender

Shreyas R Krishnan
Washington University in St. Louis, 2019
She's part of the assembly line
She's making history
Working for victory
Rosie, the Riveter
Becoming Rosie: Rosie the Riveter and Performative Gender
Shreyas R Krishnan Washington University in St.Louis, 2019

She's part of the assembly line
She's making history
Working for victory
Rosie the Riveter
Scopophilia, or pleasure in looking...

...is when the desire to look conflates with the desire to be.

Laura Mulvey
British Feminist
Every artist has his own peculiar way of looking at life. It determines his treatment of his subject matter. Coles Phillips...and I used to paint the same girl as a model. She was attractive, almost beautiful.

But in his paintings, Coles Phillips made her sexy, sophisticated, and wickedly beautiful. When I painted her, she became a nice sensible girl, wholesome and rather drab.
Every artist has his own peculiar way of looking at life. It determines his treatment of his subject matter. Coles Phillips...and I used to paint the same girl as a model. She was attractive, almost beautiful.

But in his paintings, Coles Phillips made her sexy, sophisticated, and wickedly beautiful. When I painted her, she became a nice sensible girl, wholesome and rather drab.

The effect of gender is produced through the stylization of the body and, hence, must be understood...

...as the mundane way in which bodily gestures, movements and styles of various kinds constitute the illusion of an abiding gendered self.
Becoming Rosie: Rosie the Riveter and Performative Gender

Shreyas R Krishnan

Washington University in St. Louis, 2019

RONNIE
THE BREN GUN GIRL
Masculinity becomes legible as masculinity where and when it leaves the white male middle-class body.
Becoming Rosie: Rosie the Riveter and Performative Gender
Shreyas R Krishnan Washington University in St. Louis, 2019
Becoming Rosie: Rosie the Riveter and Performative Gender
Shreyas R Krishnan
Washington University in St. Louis, 2019
Becoming Rosie: Rosie the Riveter and Performative Gender
Shreyas R Krishnan
Washington University in St. Louis, 2019
American women are ... also learning how to look smart in overalls and how to be glamorous after work. They are learning to fulfill both the useful and the beautiful ideal.

WOMEN'S HOME COMPANION
OCT 19, 1943
Becoming Rosie: Rosie the Riveter and Performative Gender
Shreyas R. Krishnan
Washington University in St. Louis, 2019
Becoming Rosie: Rosie the Riveter and Performative Gender
Shreyas R. Krishnan
Washington University in St. Louis, 2019
Becoming Rosie: Rosie the Riveter and Performative Gender
Shreyas R Krishnan
Washington University in St. Louis, 2019
Becoming Rosie: Rosie the Riveter and Performative Gender  Shreyas R Krishnan  Washington University in St. Louis, 2019
As in other ritual social dramas, the action of gender requires a performance that is repeated.

This repetition is at once a reenactment and reexperiencing of a set of meanings already socially established.
As in other ritual social dramas, the action of gender requires a performance that is repeated.

This repetition is at once a reenactment and reexperiencing of a set of meanings already socially established.
"I don't want a doll—I want a welding set."

Otto Soglow
"I don't want a doll—I want a welding set."

Otto Soglow

"Letting the Genie out of the Bottle"

Jay Norwood "Ding" Darling
... It is clear that gender differences can be created, erased, or reversed, depending on the context.
Here's One Job You Men Won't be Asking Back After the War

Colin Allen
Becoming Rosie: Rosie the Riveter and Performative Gender
Shreyas R. Krishnan
Washington University in St. Louis, 2019
Rosie the Riveter spotted at the Women's March
Washington D.C. 2017