



# BECOMING ROSIE

Rosie the Riveter and  
Performative Gender

SHREYAS R KRISHNAN









She's part of the assembly line  
She's making history  
Working for victory  
Rosie <sup>RRRR</sup> the Riveter



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Scopophilia,  
or pleasure in looking...

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



















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.



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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.







RONNIE  
THE BREN GUN GIRL

Masculinity becomes legible as masculinity where and when it leaves the white male middle-class body.





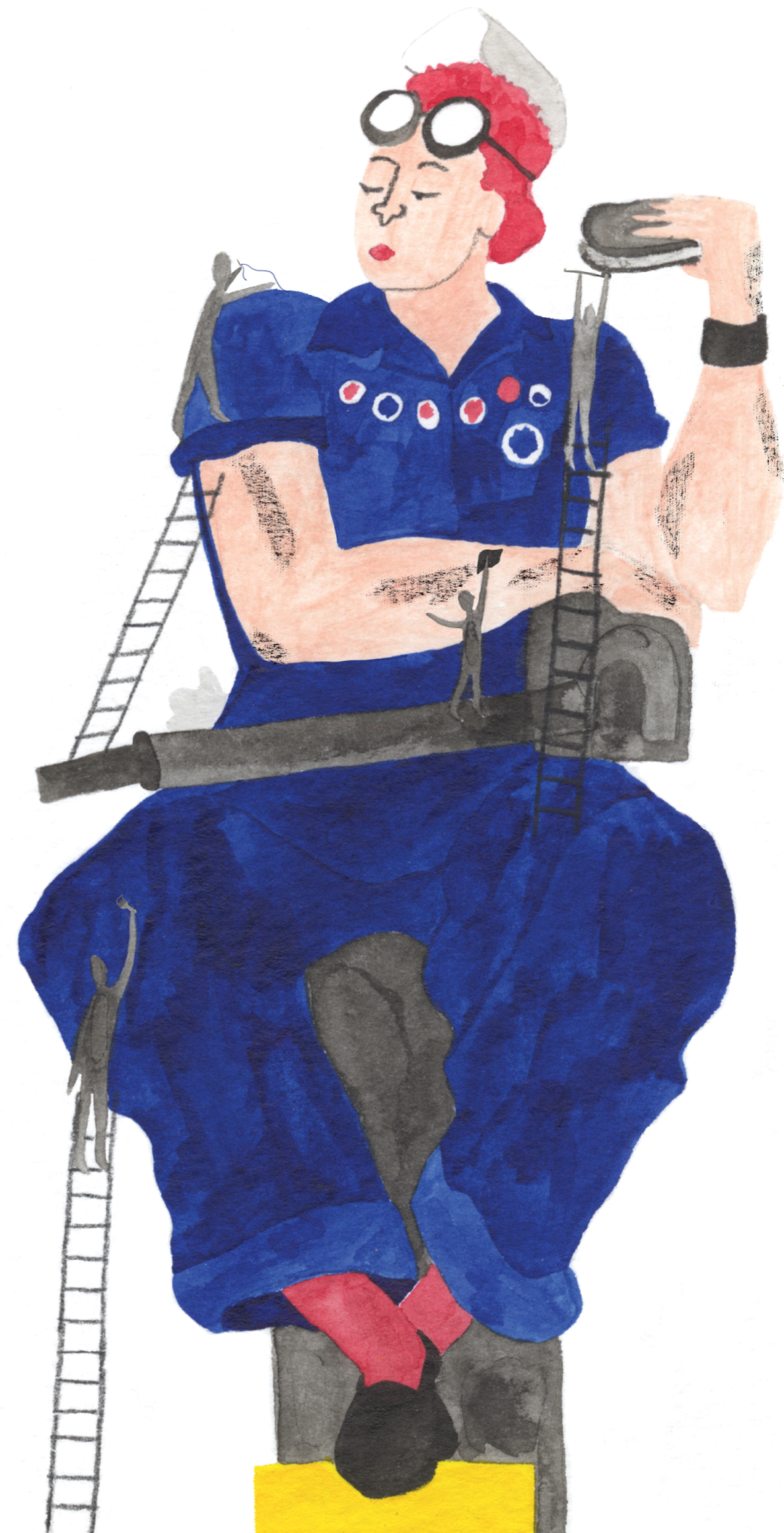


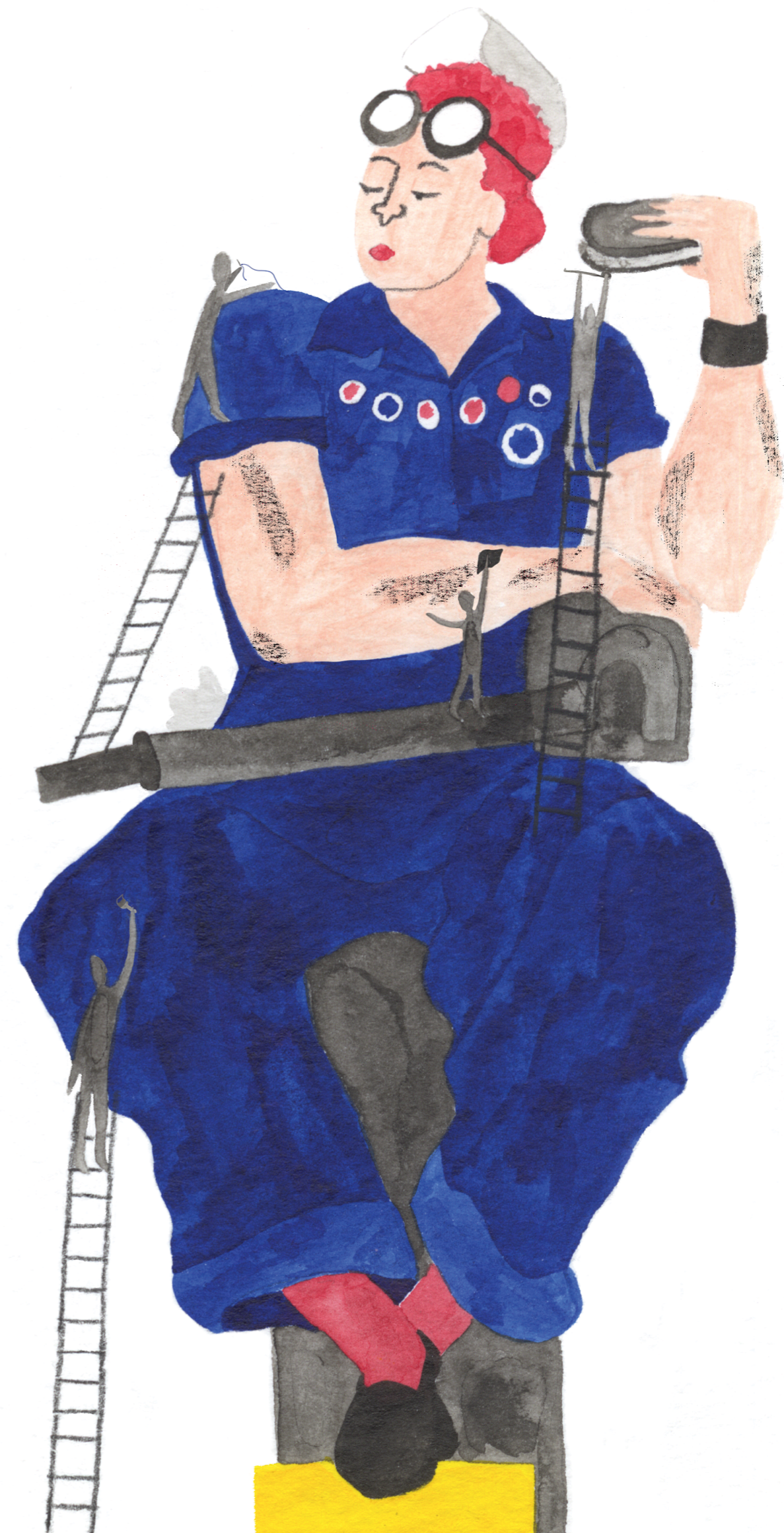














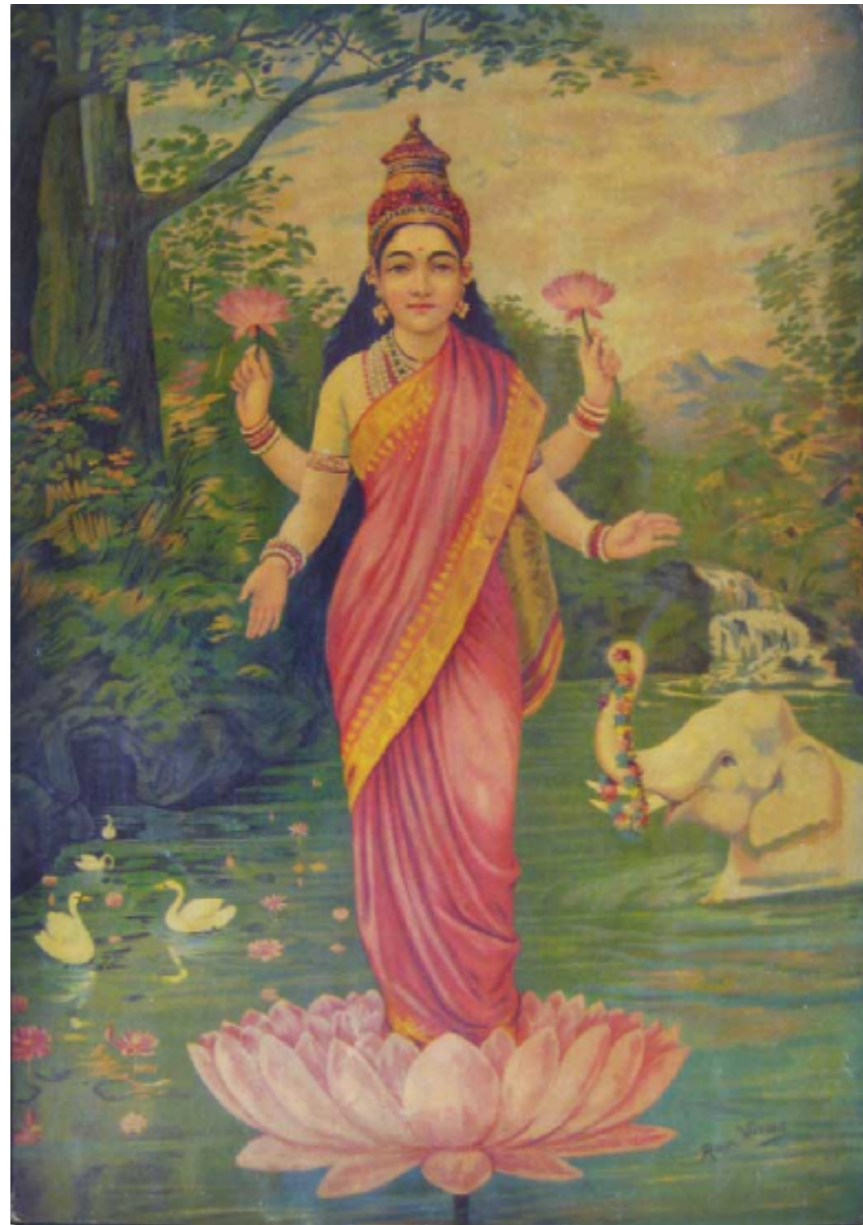
American women are ...  
also learning how to look  
smart in overalls and how  
to be glamorous after work.  
They are learning to fulfill  
both the useful and the  
beautiful ideal.

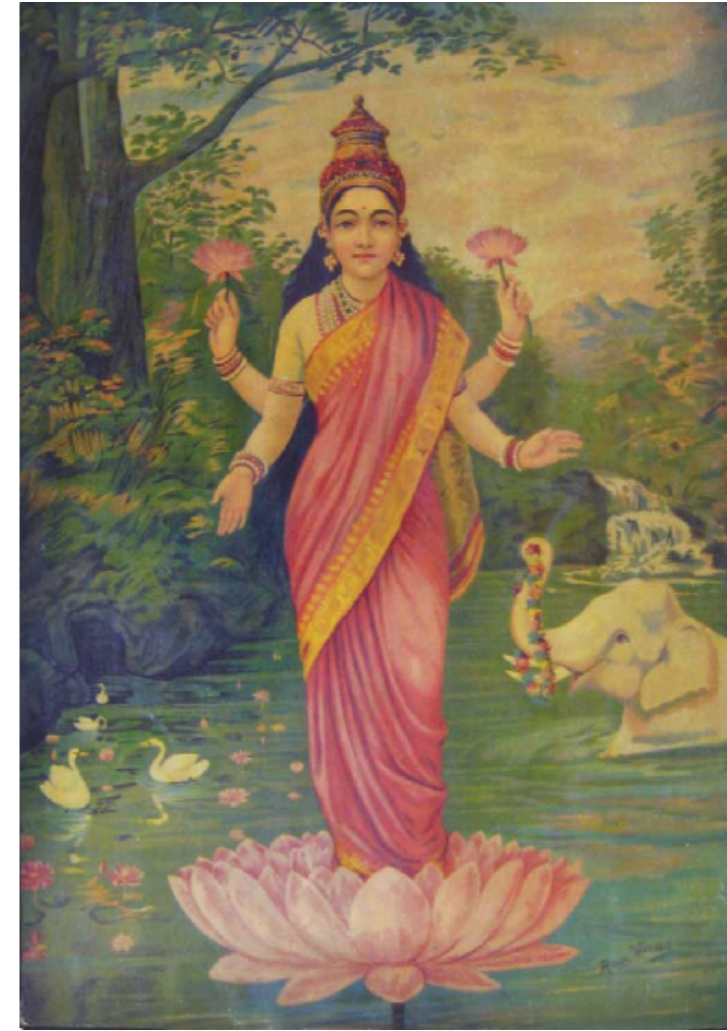
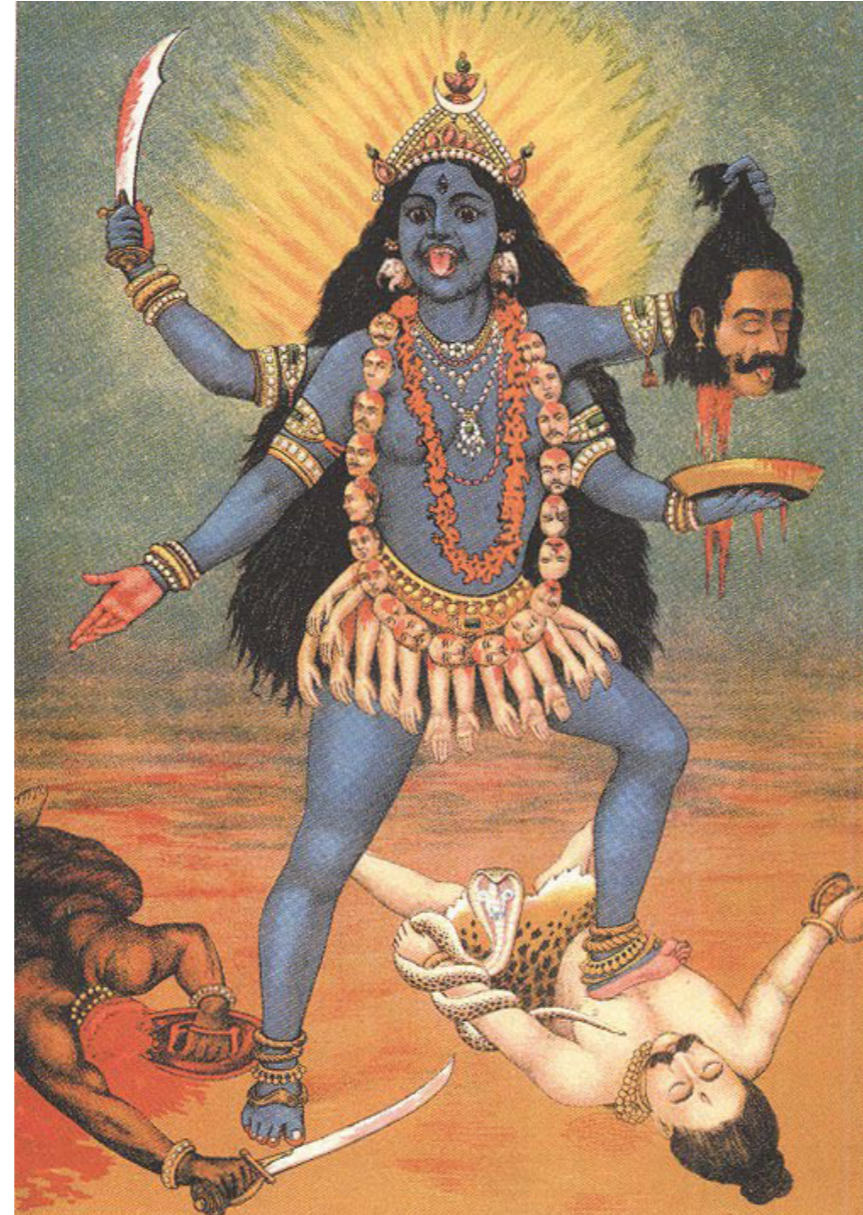
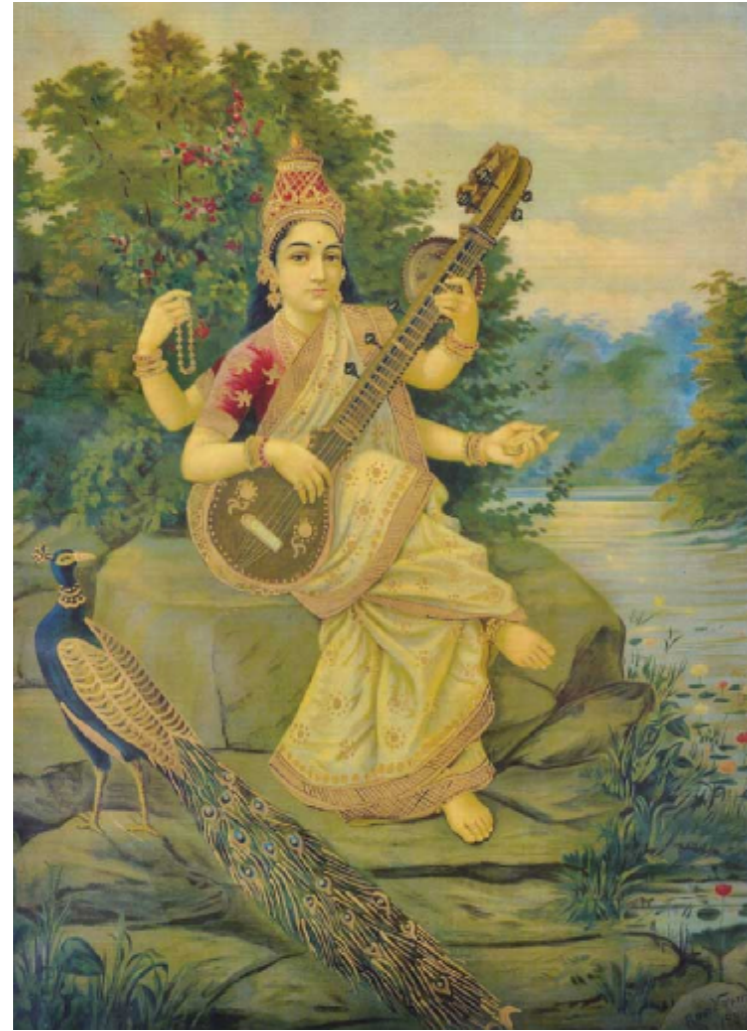
WOMEN'S HOME  
COMPANION  
OCT 19, 1943























As in other ritual social dramas, the action of gender requires a performance that is repeated.

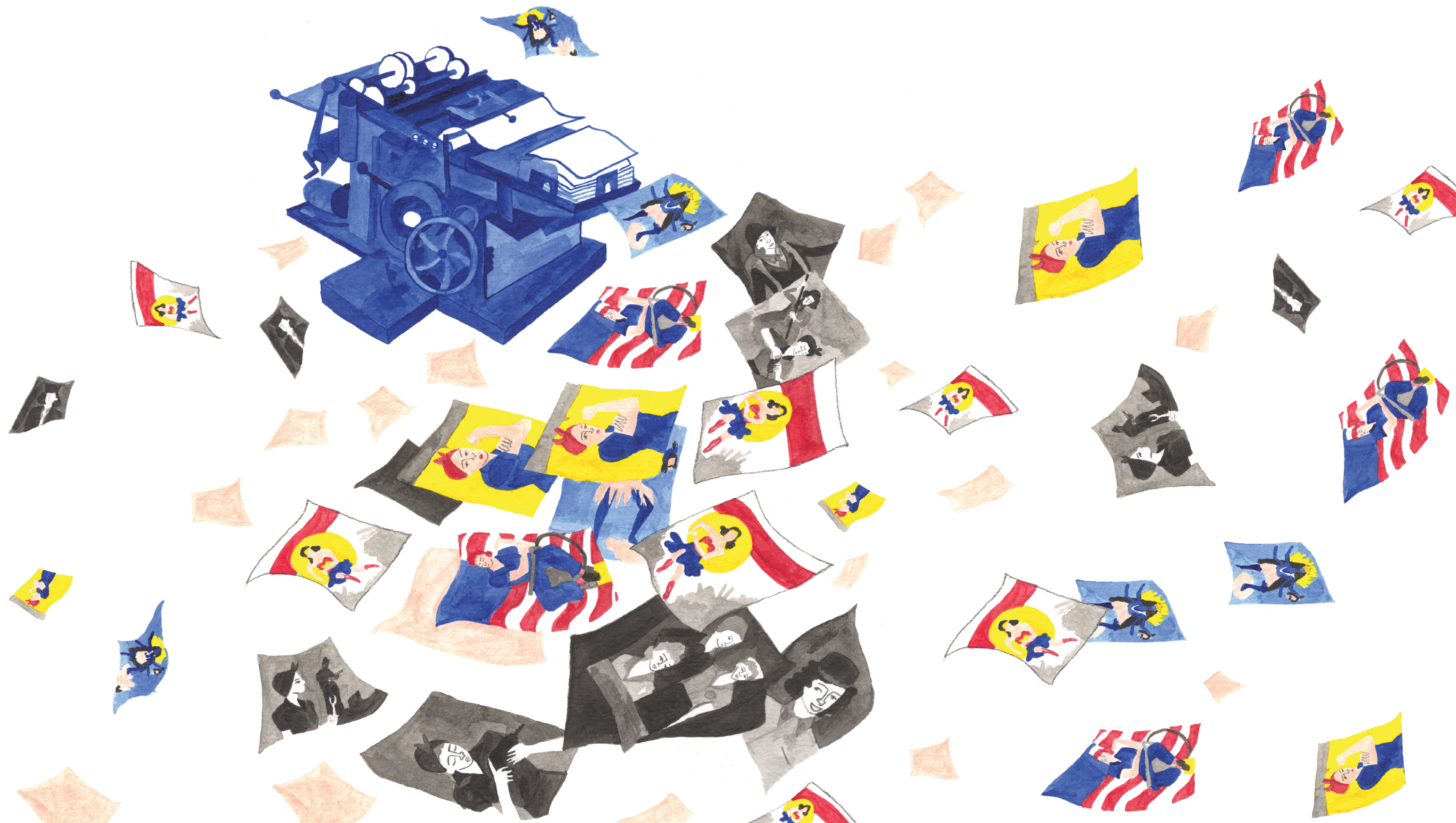
This repetition is at once a reenactment and reexperiencing of a set of meanings already socially established.





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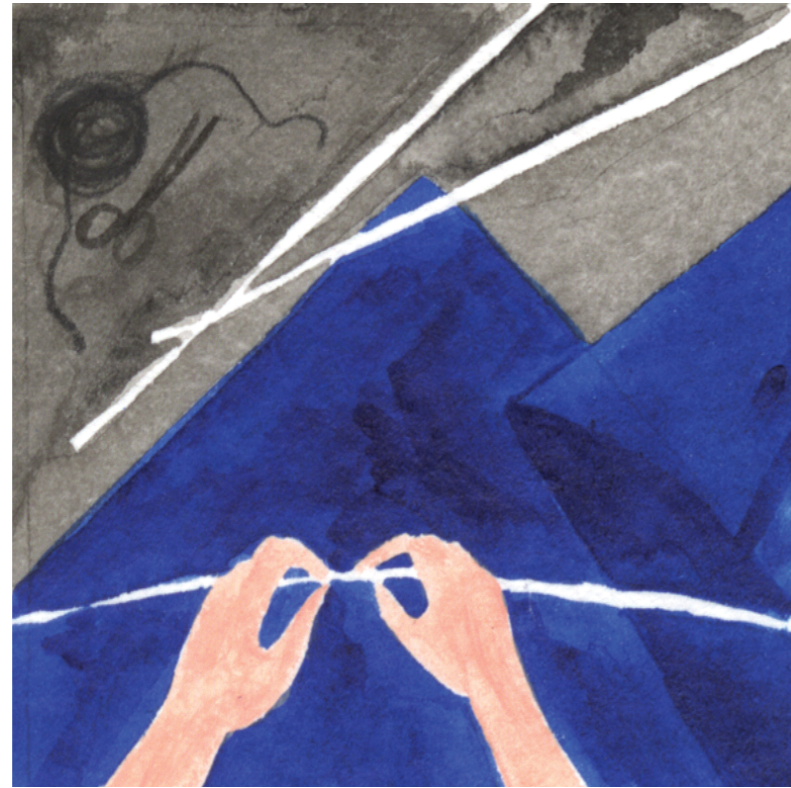
*I don't want a doll—I want a welding set*  
Otto Soglow

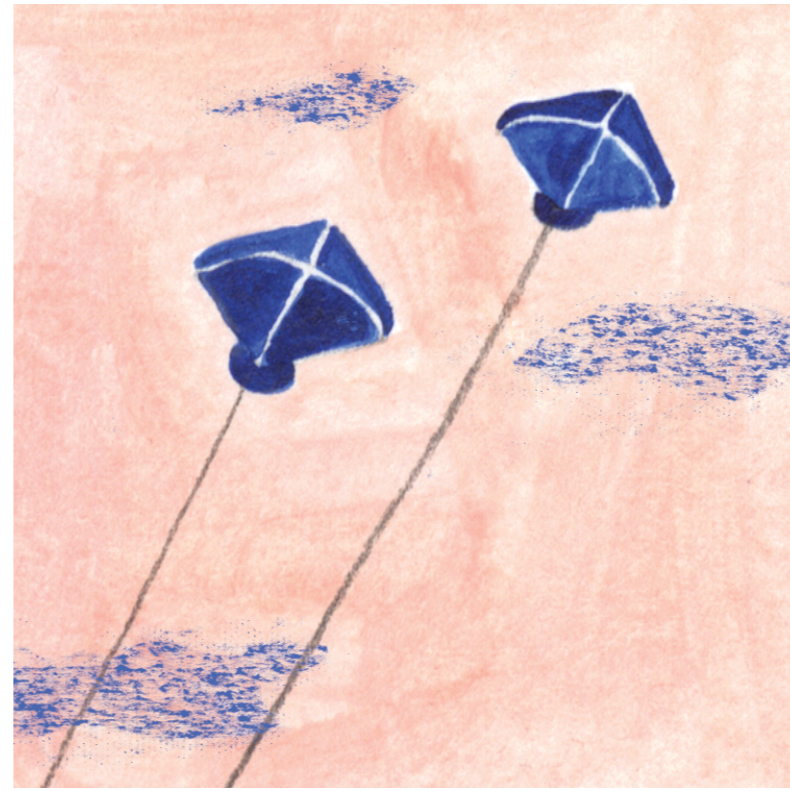
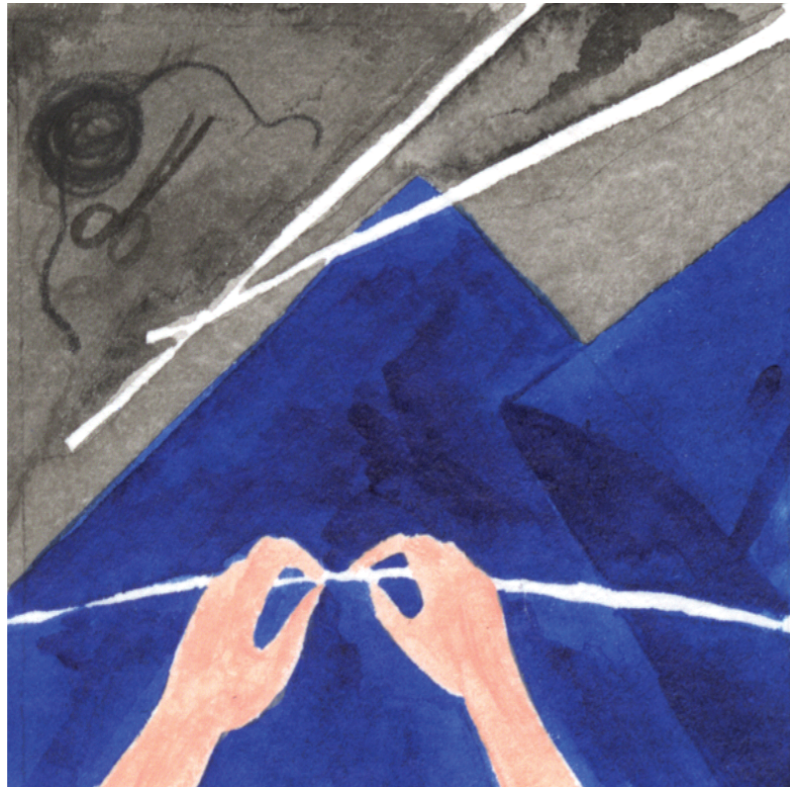


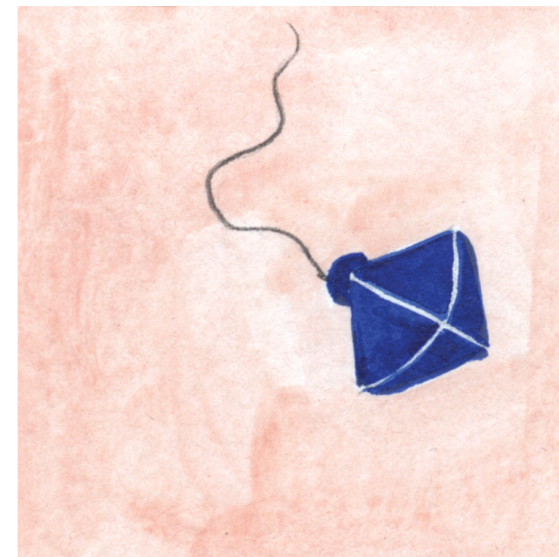
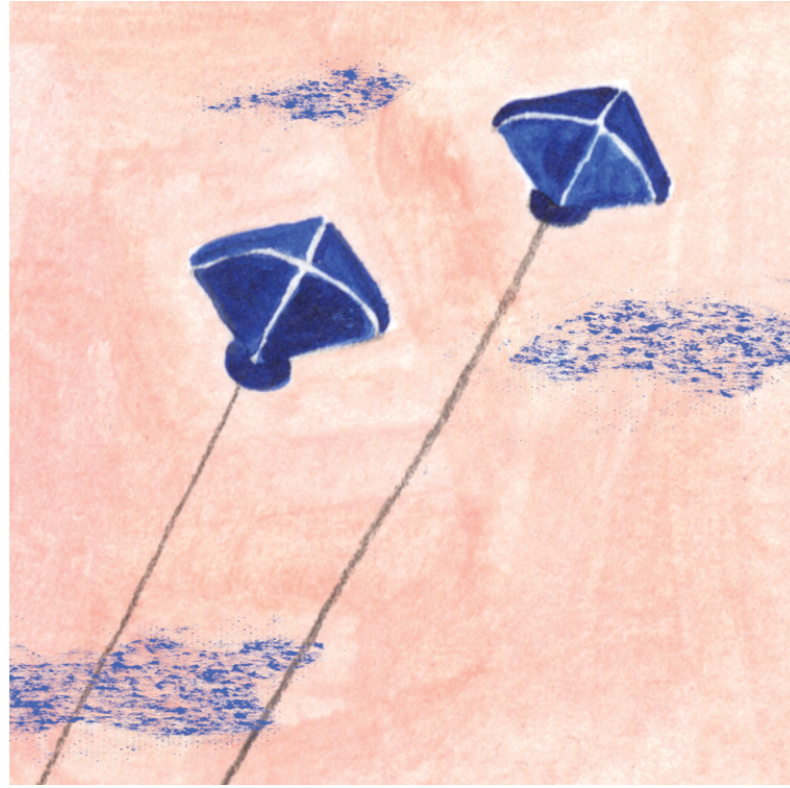
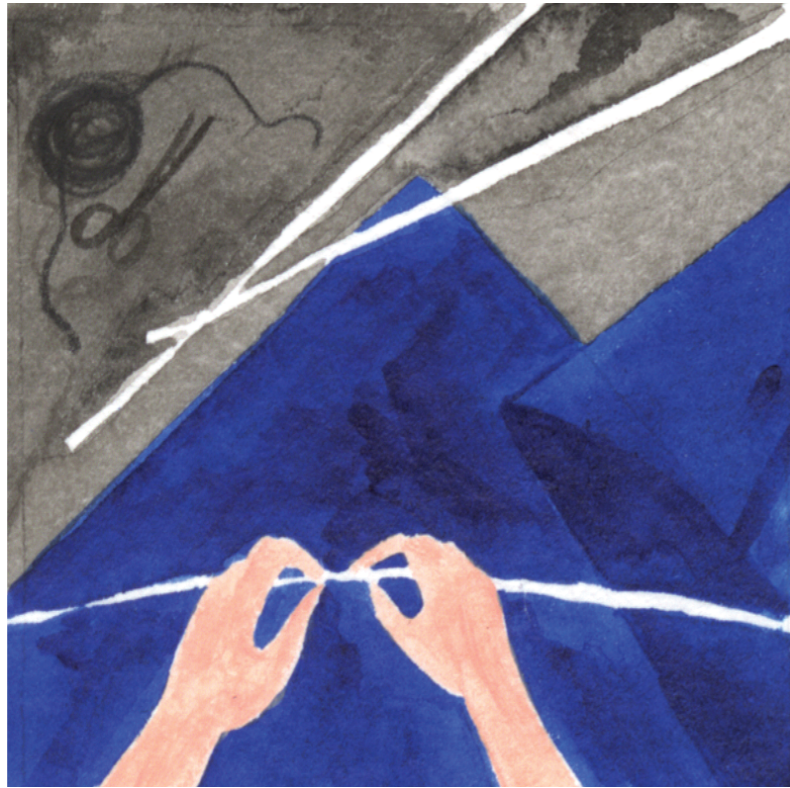
***I don't want a doll—I want a welding set***  
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***Letting the Genie out of the Bottle***  
Jay Norwood "Ding" Darling







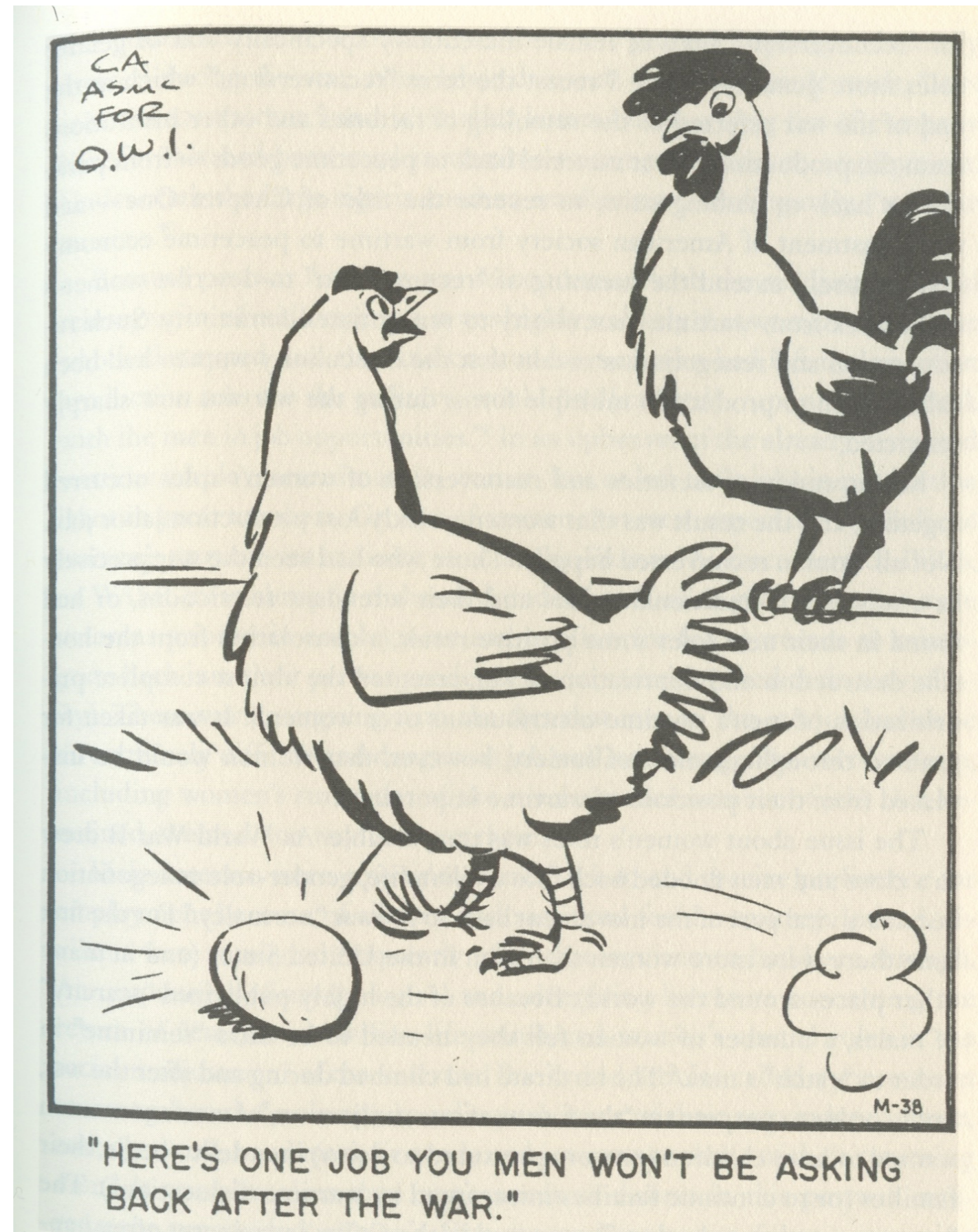


... It is clear that gender differences can be created, erased, or reversed, depending on the context.









*Here's One Job You Men Won't be Asking Back After the War*  
Colin Allen





Olimpia Zagnoli



Patricia



OO



David Hulteen



Sapideh Riahi



-



Alicia Souza



Nick Mockoviak



Debbie Hickley



Eric Bowman



Crystal Wall Lanxaster



-



Aura Lewis



Beyonce



Eli Neugeboren



-



Anat Ronen



Cloé Albrecht



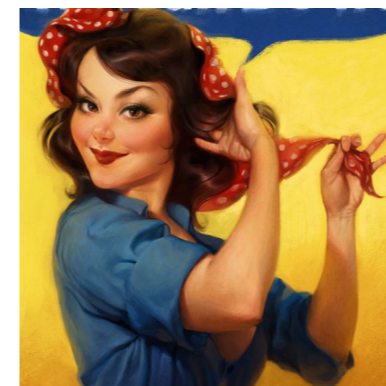
Anna Sarvira



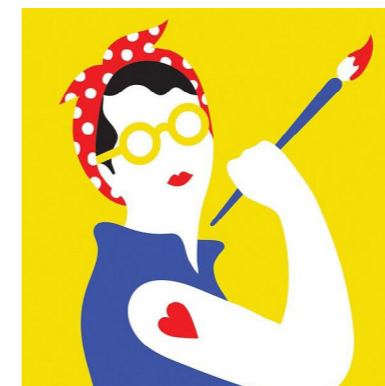
Jubop



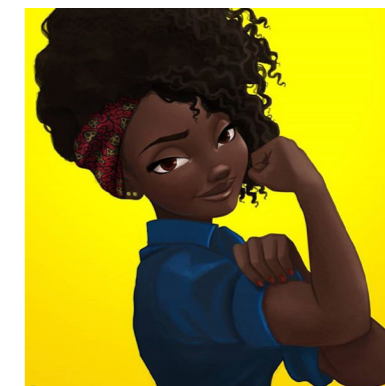
David Redon



Will Murai



Olimpia Zagnoli



Nils Kwasi Britwum



*Rosie the Riveter spotted at the Women's March*  
Washington D.C. 2017





Mochaqt



Robert Valadez





