

Title: Doing it for the ‘Gram: How Self-Presentation and Performance Theory Helps Understand Teenage Girls

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Adolescent girls are growing up in the digital age, an age in which advertising has never been more powerful and reflective of potential. Advertising today does not encapsulate who people are but who they can be. These ads have been influential in telling young girls what they should look like: thin, hot and sexy. The concept circulates and is amplified in the sexy-selfie. Seeing these types of images online has an impact on how young girls perform their lives on and offline. Despite the current claims for female empowerment, these prevalent performances follow and fall-in-to the ways and heteronormative traps (submissive, sexy and objectified) that commercial advertisers set before Goffman observed and described these codes of gender. When posting images of themselves online, teenage girls are acting and shaping the perspectives others have of them and the perspectives they have of themselves. They perform according to the expectations set upon their gender and age range. This paper will demonstrate how the Dramaturgical Theory of Self can help our understanding of these carefully crafted and curated personas that so many teenage girls present themselves authentically online and offline.

Works Cited

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