

How the characters of the group singing teenagers, Josie and the Pussycats from the series Riverdale (2017) challenge the stereotypes of African American female in us television as minor character =
Bagaimana penggambaran karakter Josie and the Pussycats di serial Riverdale (2017) melawan stereotipe perempuan Afrika-Amerika dalam pertelevisian amerika

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Abstrak

ABSTRAK

Representasi perempuan Afrika-Amerika di media selalu digambarkan dari sudut pandang yang cenderung negatif. Tulisan ini menganalisis keberadaan stereotipe perempuan Afrika-Amerika di televisi Amerika dalam serial Riverdale 2017, yang diadaptasi dari komik berjudul "Archie". Serial ini menyajikan tokoh dari berbagai macam ras, namun tulisan ini fokus pada tokoh Josie McCoy, vokalis utama dari band Josie and the Pussycats. Tulisan ini bertujuan untuk mengkaji bagaimana tokoh Josie and the Pussycats menghadirkan representasi perempuan Afrika-Amerika yang baru di media melalui analisis tekstual dan pendekatan Black Feminism dari Hill Collins

ABSTRACT

The representation of African-American women in media tends to enforce negative stereotypes. This paper analyses the presence of stereotypes of African American women in the American television series Riverdale 2017, which is adapted from "Archie Comics". The series present a racially diverse cast, but this paper will focus on Josie McCoy, the lead singer of Josie and the Pussycats. This paper aims to examine how Josie and the Pussycats show a different way of portraying African-American women in media by using textual analysis and Black feminism approach by Hill Collins.