

# Final Report to CETL on Faculty Development Grant Projects

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## Project Title

***Beyonce Feminism: Commodification and Meaning Making in the Virtual Sphere***

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## Focus of your Faculty Development grant project

Our grant project, using the case of Beyoncé's 2013 self-titled album, was focused on examining the impact of Beyoncé feminism on advertising strategy, branding, and empowerment of Black women.

## Final Report

The principal investigators successfully completed this project and applied the outcomes to their courses, student researchers on track to graduate studies, as well as submitted a book chapter for publication. The project is currently being used to inform pedagogy for the Digital Media Publishing and Strategy, Television Producing, African-Americans and the Media, Research Methods and Mass Media and Society courses. Assignments related to research, social media writing, exploration of the impact of communication on culture (and vice versa), and video production for online publishing have come out of this project. Students have been engaged in a pop culture sensation that they find directly relevant and they have produced superb work as a result. Included in this work were productions that students presented to their peers in-class and special events, some of which will also be on display during the upcoming university-wide *Feel the Roar* and *Open House* events.

Additionally, the Lincoln University Humanities and Social Sciences Conference has accepted a presentation submitted by the research assistants (students in the Department of Mass Communications) who worked on this grant project under the supervision of the PIs. In this panel presentation, titled: "Coding Beyoncé: Content Analysis as Surveillance of Digital Spaces," the research assistants will discuss the findings of the project. The presentation will take place in April 2016.

Lastly, the PIs authored a book chapter titled "The Beyoncé Effect: Gender, Race and the Body Politics of the World's Biggest Pop Star" that is scheduled for publication in *The Beyoncé Effect*:

*Connecting Gender, Race and Body Politics* later in 2016. The chapter examines Beyoncé's release of her self-titled album *Beyoncé* as a practical application in 1) establishing herself as a modern feminist and 2) expanding her brand across digital media. The research has been presented at the Hawaii International Conference on Arts and Humanities, presentation title *Research as Teaching: "The Visual Album;" Feminism in the age of new media*. It has also been submitted to the National Communication Association's Annual Convention for presentation in November, 2015, presentation title: "Beyoncé: Feminist Identity as Commodity."