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“Rip It!”: A Juxtapositional and Critical Discourse Analysis of Gender Violence in 3 Tyler Perry Films
Avina I. Ross, MS

Background
- Gender violence in media-discourse is generally minimized, normalized, underrepresented and misdirected.¹
- Sexist, offensive and prejudiced humor, jokes about victims, and language, frames gender violence as acceptable.²
- Controlling images in media make gender violence appear natural and inexorable.³
- Racist and sexist stereotypes of Black women regularly used in media: mammy, matriarch, welfare queen and jezebel.³
- Minimal social work attention is given to the study of gender violence in media.
- Social work literature on media-produced discourse of violence against Black women is absent.

Objective
- To interrogate media-produced discourse of gender violence against Black women by examining the contrast of Black female victimness and Black matriarchy in Black contemporary film.

Design
- This qualitative study, using juxtapositional, critical discourse and intersectional analysis, explored discourse of Black female victimness and matriarchy in: Diary of a Mad Black Woman, Madea’s Family Reunion and Madea Goes to Jail.

Methods
- Main characters were observed for victim and matriarch attributes.
- Recorded discourses: character demographics, personality and backgrounds; noted language/dialogue; interactions; scenes and character juxtapositions.

Results
- Victimness and matriarchy operate in a (juxtapositioning) transitional archetype model:
  - Victim: Primary female characters are victims and transition into other archetypes
  - Bitterfruit: Victims lose stereotypical victim traits, such as passivity and crying, and take on hardened personalities and resentment
  - Matriarch: Next, characters evoke dominating, aggressive, tough and violent dispositions
  - Forgiven: Character forgives abuser; if not she stays in matriarch-limbo (i.e. Madea)
  - Princess: If transitioning character forgives, she obtains her happily ever after fairy tale
- Some noteworthy juxtapositions include contrasts between:
  - Matriarch and soft victimness
  - Protecting matriarch and protected victim
  - Violent matriarch and forgiving victim
  - Tragic matriarch and fairy tale-given victim
  - Child abuse and corporal punishment
  - Black matriarch as problem and White patriarch as authority
  - Healthy and unhealthy relationships

Conclusion
- Stark contrasts exist between discourses of Black female victimness and Black matriarchy and such contrasts are shaped by using racist and sexist stereotypes.
- Juxtapositions stage a fallacy: Black matriarchy and Black female victimness as mutually exclusive.
- The films fail to present an option that opens up agency for Black female victims and survivors to be strong (via matriarchy) and in need of help (via victimhood).
- It is essential for progressive social work to examine the impacts, agency and underlying meanings derived from viewing of media discourse.