



Talk:

Barbie

Is Barbie Feminist?
It's Complicated

OCT
19
THU

4:00 – 6:00 PM

McCune Conference Room, 6020 HSSB

Learn more: bit.ly/Lord-IHC

M.G. LORD

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In 1994, when M.G. Lord interviewed the California-based creators of the Barbie doll, she had no doubt Barbie would be as provocative in 2023 as she was in 1959. But Lord did not anticipate that this plastic object, once tarred as anti-feminist, would evolve into a touchstone for understanding feminism—as well as the star of a blockbuster attack on patriarchy. This talk will explore the Greta Gerwig effect and the 64 years of changes in Barbie's jobs, ethos, and even body. *Audience Q&A and a reception will follow.*



M.G. Lord is Associate Professor of the Practice of English at the University of Southern California. She is the co-host of the podcast *L.A. Made: The Barbie Tapes*, which tells the story of the doll's creation in the voices of its original creators, and the author of several books, including *Forever Barbie: The Unauthorized Biography of a Real Doll*.

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