
Synopsis
This article was an in-depth analysis of four key stereotypes as represented, subverted, and characterized by the popular television show Orange is the New Black. McKeown focused first on understandings of leisure and feminist theory, rooted in research on media representation and empowerment. She focused on four stereotypes and tropes: women cannot be trusted, women are gold diggers, women are stupid, and women are incompetent. She discussed how these stereotypes are commonly reflected in popular media and gave in-depth examples of how the stereotypes are showcased and subverted in Orange is the New Black. Each trope was evident in the show in complicated ways, both supporting and undermining the empowerment of the characters in different ways. The author concluded by presenting several theories on the impact of these complex media representations on consumers of the show.

Key Concepts
- **Interconnectivity**: “Moving beyond the concept of intersectionality…(to) embrace movement and fluidity than lies in the metaphor of intersection, as well as offering a way of thinking about how not only race and gender, but also nation, sexuality, and wealth all interconnect, configure, and reshape each other” (Bhavnani & Talcott, 2012, p. 137) (p. 496).
- **Leisure**: Leisure time is time spent outside of production, and contemporary feminist leisure research connects “the relationship between reproduction and resistance” (p. 495).
- **Media Consumption**: “media representations are often considered by consumers to be fun, superficial, and harmless and in turn the gendered ideologies, expectations, and stereotypes reproduced by these representations can be further perpetuated by consumers.” (p. 502).

Key Quotes
- “Leisure, when conceptualized as resistance, is seen as a site for women, either individually or in groups, to challenge ideologies, expectations, and stereotypes that perpetuate unequal power distributions and the ways power is implemented within patriarchal society” (p. 494).
- “All told, notions of empowerment are complex, especially when linked to popular culture, including media. To fully understand the social and personal impact of media representations of women’s leisure, there is a need to conduct analyses…(and) also consider more closely how women are actually consuming media content as part of their leisure lives” (p. 503).
- “As media culture takes on an increasing focal point of importance in our everyday lives, women’s leisure as political practice becomes a progressively important lens to understand media culture, including the ways representations of women’s leisure are produced by the media, and then consumed by women as part of their leisure” (p. 504).

Essential Question
- How do theorists examine media in terms of leisure, representation, and empowerment?