

FINAL MEMO

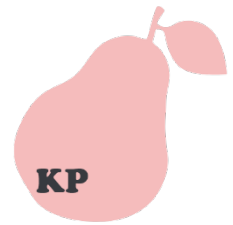
To: Dr. Derek Ross, Dr. Deborah Solomon, Dr. Sunny Stalter-Pace

From: Kayleigh Pears

Date: April 10, 2020

Re: Meta-Analysis of Revenge Porn Zine

Keywords: Social justice; activism; revenge porn



The purpose of this memo is to discuss the assignment of a zine for ENGL 7030 Writing Public Policy: Rhetoric, Ethics, and Social Justice, as well as to discuss the inclusion of this document in my ePortfolio.

ENGL 7030: Writing Public Policy

This class was taught by Dr. Derek Ross in the fall semester of 2018. The purpose of this class was to examine rhetoric in terms of public policy, social justice, and activism.

Audience and Purpose

The direct audience of this zine, at first, were my cohorts in the class. A copy of the zine had to be made for each member of the class, so they and Dr. Ross were my primary audience. As time has gone on, my audience has expanded to the Women's Studies department, students at Auburn University, and attendees at self-publishing festivals. The intended age group for this zine included Generation X, because of the form, as well as Millennials and Generation Z, due to the pop culture reference; each of these groups also tend to be affected by this problem due to their proximity to technology.

The purpose of this zine was to shed light on a problem known commonly as "revenge porn." Revenge porn, also known as sextortion, image-based sexual abuse, nonconsensual pornography, and cyberrape, is the sharing of a person's intimate images without the consent of that person. With the growing popularity of social media applications, such as Snapchat, Twitter, and Instagram, the problem of revenge porn is expanding rapidly and needs to be addressed in public spaces.

Theories and Principles

Dunn and Farnsworth (2012) in their article "'WE Are the Revolution': Riot Grrrl Press, Girl Empowerment, and DIY Self-Publishing," discusses the Do-It-Yourself (DIY) aesthetic of zines and their purposes in the Riot Grrrl movement. They specifically focus on how handcrafting zines was essential to this self-publishing movement. They also note that diversity, disalienation, and subversion were important aspects of the punk movement that was central to zine-making.

Document Development

After watching a short zine documentary in class, I knew I wanted my project to be handmade instead of professionally printed. I used a cut-and-paste design. I hand-stamped every letter for the covers of the zines, cut them out, and pasted them onto the pink cardstock. I also used a lip-print stamp to highlight the body component of revenge porn on the center of the cover. To bind the zines, I used my sewing machine to stitch the pages together.

I also wanted the zine to be pop-culturally relevant. As such, I made the rhetorical decision to make my zine look like the Burn Book from the film *Mean Girls*. The zine also utilized the call-out style of the film's Burn Book to focus on specific perpetrators of revenge porn as well as more general problems that fall under the topic, such as the fact that there is no federal law regarding the crime, and the physical, psychological, and social consequences that survivors face. The images in the zine are printed from photo paper in black and white, to reflect the fact that photos in the original Burn Book were cut out of a school yearbook.

References

- Dunn, K., & Farnsworth, M. S. (2012). "We ARE the Revolution": Riot Grrrl Press, Girl Empowerment, and DIY Self-Publishing. *Women's Studies*, 41(2), 136-157.
- Ross, D.G. (2018). Public Policy and Social Justice. Retrieved from http://www.auburn.edu/~dgr0003/7030_Social_Justice_Policy/7030_Public_Policy_Social_Justice.html#work