



Rosanna Maule

Digital Platforms and Feminist Film Discourse

Women's Cinema 2.0

- Seeks to interrogate the very meaning of women's cinema at the complex intersection of digital technology and globalization
- Draws on transnational feminism and cyberfeminism
- Addresses issues of entrepreneurship, post-feminist neoliberalism, and cultural identity in the new sociocultural relations that women involved in film establish through techno-mediated environments

This project offers a critical overview of how online activities and platforms are becoming an important source for the production and promotion of women's films. Inspired by a transnational feminist framework, Maule examines blogs, websites, online services and projects related to women's filmmaking in an interrogation of the very meaning of women's cinema at the complex intersection with digital technology and globalization. It discusses women's cinema 2.0 as a resistant type of cinematic expression and brings attention to the difficulties inherent in raising and expanding visibility for women's filmic expression within a global sphere dominated by neo-liberalism and post-feminism. The author pays close attention to the challenges and contradictions involved in bringing a niche area of filmmaking and feminist discourse to the broad and diverse communities of the Internet and global media market, while also highlighting the changing forms of media and feminism.

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