

Negotiating "Vulnerability" in a "Mobile" World: Tween Girls' Dressing in Singapore and YouTube

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Vulnerability in a Mobile World

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Abstract

Often seen as a vulnerable group, tween girls fashioning themselves after adults have been a topic of significant concern. Public and academic discourse in the West has expressed worry that girls' adult-like dressing may expose them to a range of physical, psychological and sexual harm. In most discussions on girls' dressing, Western popular culture is also identified as one of the prevalent ways through which girls learn to how to fashion themselves after adults. It is claimed that Western television programmes, books and magazines encourage young girls to fashion themselves after adults at an earlier age. Recognising the importance of girls' voices in their experiences of girlhood, this chapter draws exclusively on 12 focus groups, with 29 Singaporean girls aged 8–12. It finds that there are changing mediascapes in tween girls' lives that have not been acknowledged. No longer predominantly watching television or browsing teen magazines, this chapter highlights how young Singaporean girls are now more likely to spend their time on the popular media platform YouTube. As girls gain mobility through their mobile communication devices, this chapter calls for a closer examination of YouTube in relation to girls' dressing. Nonetheless, this chapter also acknowledges that while certain popular YouTube videos (re)produce highly narrow ideas of what a female should look or be like, it is not a simple issue of girls learning how to dress from their favourite YouTube stars. YouTubers also represented a lexicon of empowerment for some of the girls in this study.

Keywords

Popular culture

Young femininities

Mediated identities

Discourses of sexualisation

Adultification

Relatability

Citation

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DMing some of you today. . Disclaimer: This video is done in the name of fun and has no derogatory intention to anyone Types of Girls You See in Singapore: The video was initially crea... Each lady was given the task to film themselves in their sleeping wear and their transformed dressed up look when they head out for the Don't Rush Challenge. We notice the individualistic difference of each of the ladies here and thought it would be fun to highlight the differences of everyone in this video! Very thankful to the ladies in this video for being so gamed and for their participation! For the original video: <https://www.youtube.com/watch?v=1gn11> For the ladies, if you like to download this video: 1. copy this link: <https://www.youtube.com/watch?v=pjDj3> Menu mobile. We see this in the real world where ever younger females are debasing themselves in an attempt to be seen as hot and popular. Browse TikTok or Instagram for five seconds and the toxic influence of social media is blatantly apparent. Kids are mimicking what they see, and what they're seeing is a constant source of sexuality. In that sense, and with the film's theme in mind, I can't deny that part of it is powerful. Instead of showing the girls debasing themselves in high resolution, the camera could have negated showing them altogether and focused on the crowd. I argue an overly long one-take shot that goes on for an uncomfortably long 4-5 minutes that just highlights the growing disgust of the people watching would have pushed the movie goer into imagining the worst.