

### Case Study Issue

Usually seen as a glamorous haven, Hollywood makes its claim to fame by being home to hundreds of celebrities, musicians, and production studios alike. Being witness to the spawn of many movements and scandals throughout its history, such as the Weinstein Scandal being the current one occupying the attention of the majority of the globe. With Hollywood personalities being a witness to everything behind the scenes, it has become evident that their support is thrown towards the women speaking out. Yet what many see as a noble act can also come across as a tactic. Over the last few years, Hollywood has received backlash from the public for creating a false consciousness of happiness, beauty, and wealth. However, the recent information about Harvey Weinstein demonstrates the sinister reality of power dynamics within the film industry. Sexual assault, rape, and abuse is not unfamiliar in the perceived glamorous lifestyle of a celebrity. In the fall of 2017, The New York Times written by Megan Twohey released a report detailing a number of women who were sexually taken advantage of by the influential film producer, Harvey Weinstein (Twohey). Since then, there has been an uproar of cries from the public, support from workers in the industry, and confession from sexual assaulted victims. Since the #MeToo movement, a number of people have come forward to reveal their stories. Although this progression can be seen as a positive step forward, it is also a way for Hollywood to exploit their capitalist agenda.

In an article by Amanda Hess, she writes, "the industry has skirted a conversation about its culture of harassment in favour of one about what an amazing job it is doing combating that harassment" (Hess par. 3). In other words, this movement has proven beneficial to Hollywood to promote an image of equality and feminist rights, while attempting to sell that image in the meantime.

### Timeline

On Oct 5 2017, the New York Times released an article reporting over a dozen women in the film industry who were either sexually abused, assaulted, or raped by film producer Harvey Weinstein (Kantor). The scandal, which was eventually followed by series of confessions and allegations from other victims, has revealed a sinister reality in Hollywood in regards to gender, power, and authority. The allegations have spread back as far as over three decades, but have been kept in the dark until recently. In light of this information, the New York Times discovered a number of undisclosed allegations and settlements spanning over the years (Kantor). In other words, women were paid roughly in the millions as silence money.

One of Weinstein's victims was Emily Nestor, who agreed to meet with Weinstein to boost her career, unaware of his sexual intentions. Similar cases and documents from over the years have been discovered, where women agreed to meet with Weinstein under professional circumstances (Kantor). However, the film producer had other intentions. With the circulation of these allegations, on Oct 8 2017, Weinstein is forced out of the company he co-founded (Twohey). Included in the board of members responsible for his termination, was Weinstein's brother, Bob Weinstein. According to the New York Times, received an email Sunday morning, following the accusation days before.

Since the articles release, about roughly sixty women have come forward to accuse Weinstein of causing sexual grievances. This event has inspired an unraveling of victims to come out against their harassers. During the 2018 Golden Globe awards, a number of celebrities came together similar black dresses and outerwear to symbolize the cultural Hollywood movement. The purpose of this was to support the #MeToo movement in hopes of bringing more awareness to the sexual scandals among the industry (Twohey). Nonetheless, it begs the question of how the media exploited these intentions by using images of celebrities wearing black outerwear to their capitalist ideals.

### Outcome

Overall, this case study aims to question the intentions of this new information about sexual misconduct in Hollywood coming to light. Despite the spread of awareness, it leads to question how many in the industry are exploiting this information in order to push their own agenda. For instance, TimesUp uses the commodified products of tote bags and sweaters in order to sell their image as a business prospect. Additionally, this opens up the idea that the industry is exploiting this image to appeal to the public. Although the awareness is moral, the intentions behind it are more for publicity. This creates a false consciousness, where the public believes the industry is making the effort to change their corrupt industry; however, in reality it is only exploited to manipulate the public. The outcome will result in a continuous cycle of capitalist needs; industries claiming to support the cause will gain a following, and as a result they will make profit.

STARING HARVEY WEINSTEIN

# SEXPLOTTATION



### Main Stakeholder:

- The companies Weinstein is directly involved with: The Weinstein Company, Miramax, and The Robin Hood Foundation.
- The Sexually assaulted Victims
- Those who falsely claimed to be victims

### Secondary Stakeholders

- Other celebrities who have been accused within the wake of Weinstein's case.
- Those associated with Weinstein before allegations were brought to light.
- News outlets producing this information as "fact" unless proven otherwise.

### Media Influence

Media such as news outlets and social media have a huge impact on the way society views celebrities and public figures. With the #metoo trend gaining traction, multiple accusations are brought into the spotlight. During the SAG awards, celebrities were encouraged to attend in black attire to commemorate the "Me Too" movement within the film industry. Despite the good intentions, this provided an opportunity for designer companies to promote products. The night was intended to inspire change and equality; however, inspiring message seemed to have been twisted into a commodity. During an interview with Tarana Burke, who goes on to discuss the importance of equality and the message they are trying to spread, about two seconds into her speaking the clip showcases Dakota Johnson posing with her designer dress. As a result, the inspiring message about change for women in the industry turns back into what the industry has always been promoting: the clothes, beautiful women, and Hollywood image.

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