

A374_2016AbstractBayardSarah

Abstract

This is a rhetorical critical of the evolution of female gender roles in James Bond films. Three theories were employed when examining the Bond phenomena and its message about gender. Feminist Standpoint, Muted Group theory, and Social Cognitive Theory. The methods employed were observing six of the James Bond films in order to analyze the female gender roles within the film. The purpose of this rhetorical critical is to shed light on women's roles in film, specifically looking at the Primary and Secondary Bond Girls, their defining characteristics, their relationship with James Bond, and their evolution over time.

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