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**Feminist Film and the Dilemma of *Killing Us Softly* 91**

*Joanne Morreale*

*This essay traces the trajectory of Killing Us Softly, the classic feminist film critique of images of women in advertising. All four versions of the film from 1979 to 2001 provide insight into the social/historical context of the women's movement and its influence on advertising.*

**21<sup>st</sup> Century Women Leaders: Uncharted Journey 109**

*S. Irene Matz*

*This study looked at women in three professional arenas—academe, business and government—and measured the degree of emphasis placed on six leadership styles. An analysis demonstrated consensus was the most favored overall while academicians emphasized the consensual style to a greater extent than business and government professionals.*

**Gender and Racial Masquerade: Female Body  
Performance on the Late 19<sup>th</sup> Century and Early 20<sup>th</sup>  
Century Variety Stage 127**

*Kathleen M. Golden*

*May Irwin, Eva Tanguay, and Aida Overton Walker influence transformation and emergence of new gender and race roles in America.. Butler's (1997) work on performativity and her adoption of Austin's (1965) ideas on illocutionary and perlocutionary acts, and Bourdieu's (1991) concept of "social magic" inform this analysis.*

**Holocaust on Your Plate: The Role of PETA  
Extremism in the Animal Rights Movement 143**

*Christine Miller*

*This essay explores the ideological motivations behind PETA's 2003 vegetarian billboard campaign "Holocaust on Your Plate." The campaign's argument is dissected into a theoretical framework built on controversy, moral shock, confrontation, and oppositional argument. This essay concludes that PETA was successful in its aim to create new dialogue on the issue of animal rights with regard to the food industry*