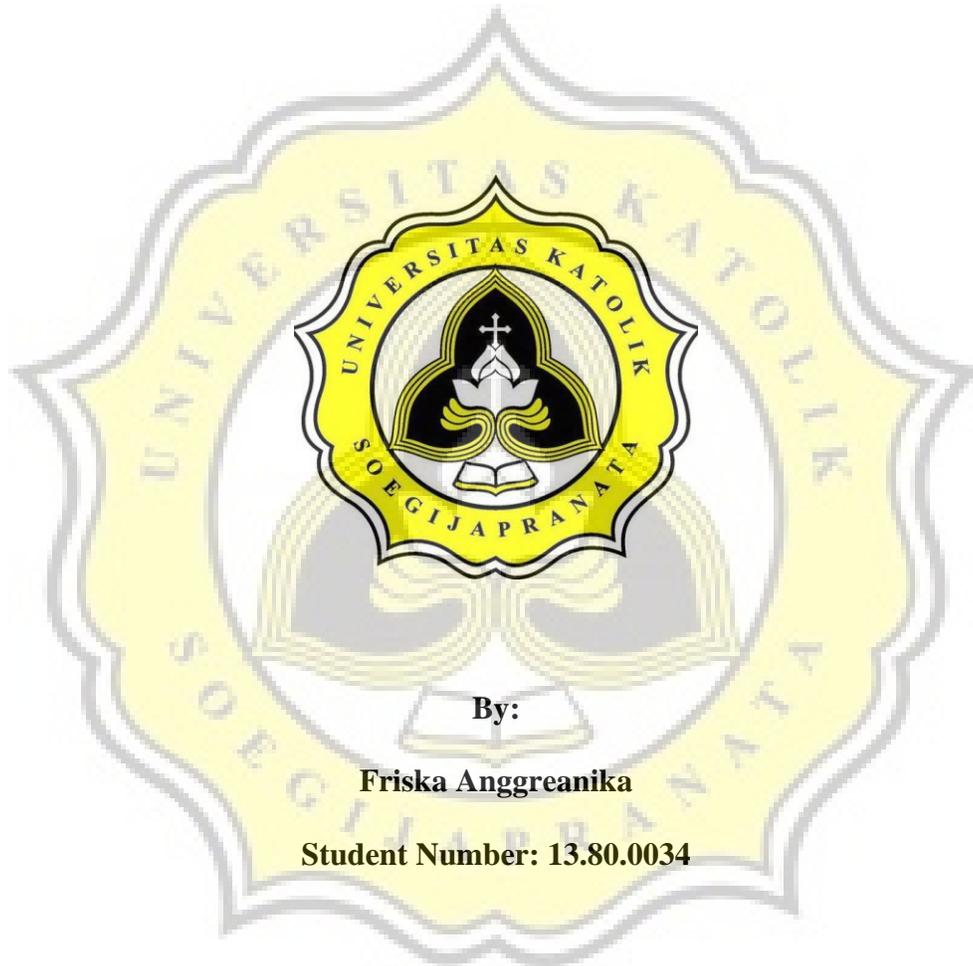


**AN ANALYSIS OF GENDER STEREOTYPE EXPERIENCED BY PEGGY
CARTER AND HER REPRESENTATION OF GIRL POWER IN *MARVEL AGENT
CARTER* MOVIE
A THESIS**



By:

Friska Anggreanika

Student Number: 13.80.0034

**Faculty of Language and Arts
Soegijapranata Catholic University
Semarang**

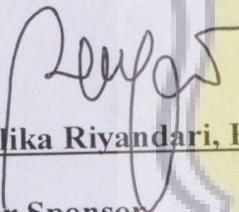
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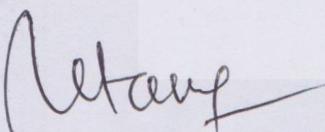
FriskaAnggreanika

Student Number: 13.80.0034

Approved by:


Angelika Riyandari, Ph. D
Major Sponsor

November 3, 2017


B. Retang Wohangara M. Hum

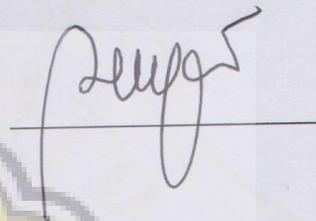
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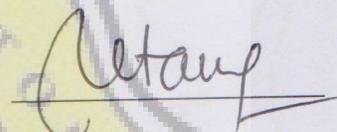
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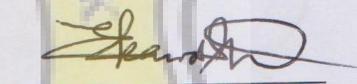
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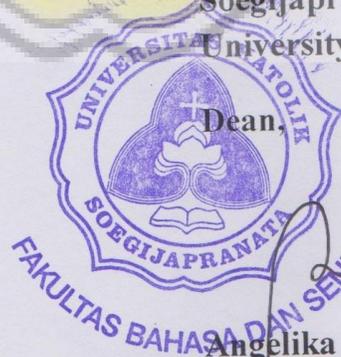
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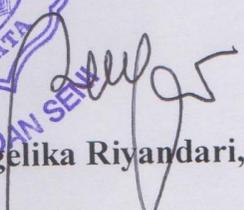
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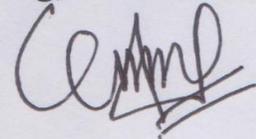
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PERNYATAAN KEASLIAN SKRIPSI/ TUGAS AKHIR DAN TESIS

Dengan ini saya menyatakan bahwa dalam skripsi yang berjudul **“AN ANALYSIS OF GENDER STEREOTYPE EXPERIENCED BY PEGGY CARTER AND HER REPRESENTATION OF GIRL POWER IN MARVEL AGENT CARTER MOVIE”** ini tidak terdapat karya yang pernah diajukan untuk memperoleh gelar kesarjanaan di suatu Perguruan Tinggi, dan sepanjang pengetahuan saya juga tidak terdapat karya atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain, kecuali yang secara tertulis diacu dalam naskah ini dan disebutkan dalam daftar pustaka.

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First of all, I would like to say that Jesus Christ is alive in me. Surely, I have been through so many hard times during my 4 years in my college life, especially in writing this thesis. Sometimes I feel tired, get stuck, want to give up. However, I remember that I have to finish what I have started. I just want to say that I can finish my study because of Jesus Christ. Second, I would like to say big thanks to my Dad, Mom and my sisters. They always say to me that I can reach my dreams and achieve everything that I want.

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I really want to be wanderlust. There are many countries I wanna visit and so many experiences I wanna gain. But one thing that I always believe that,

Man muss noch Chaos in sich haben, um einen tanzenden Stern gebären zu können. (You must have chaos within you to give birth to a dancing star.)

Friedrich Nietzsche, Thus Spoke Zarathustra

Thank you and God bless you all.

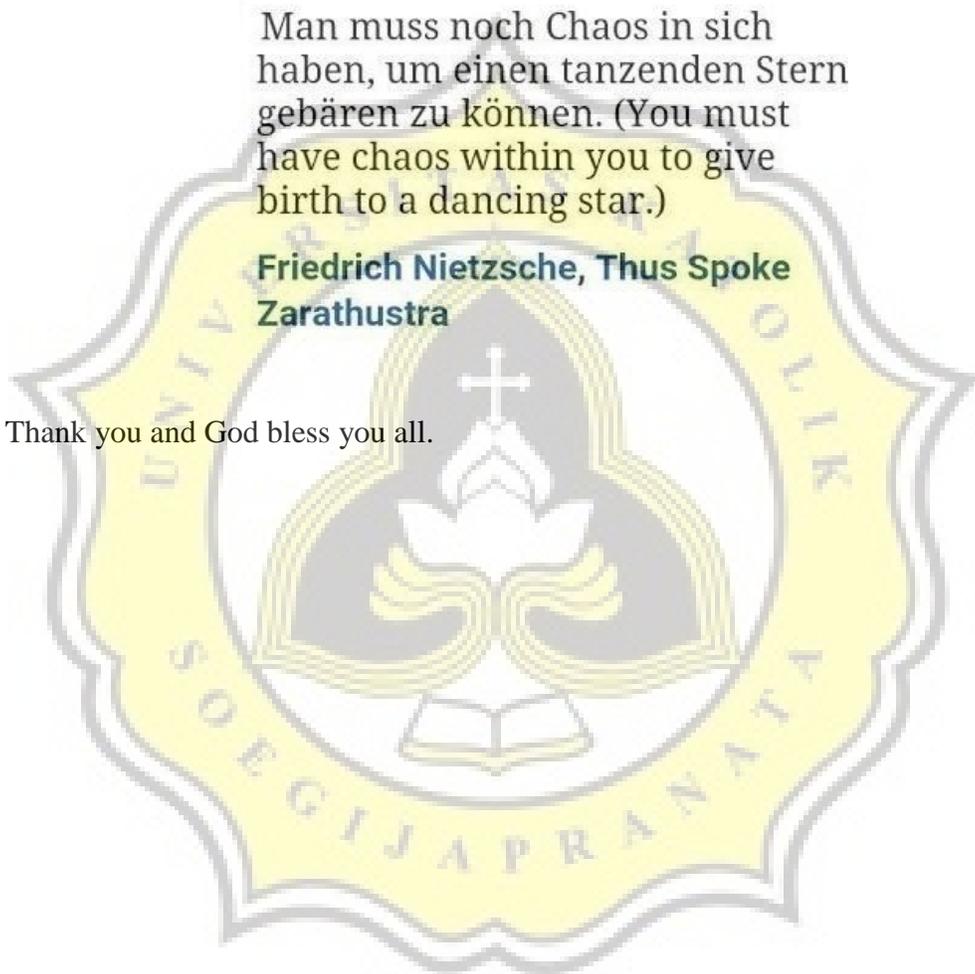


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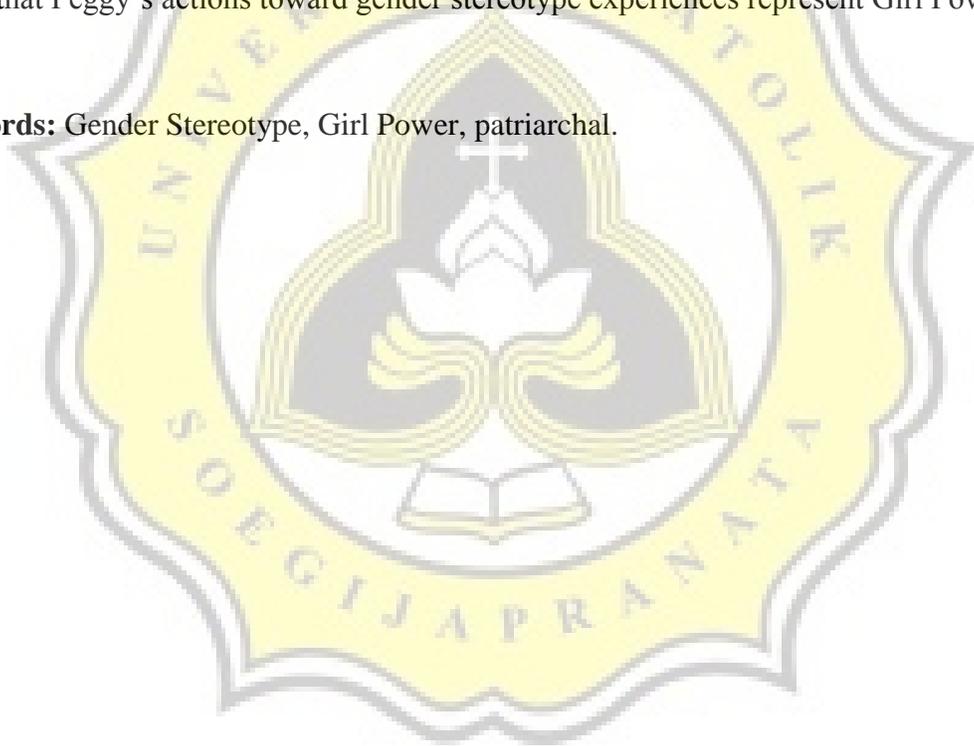
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ABSTRACT

This thesis deals with the terms: Gender Stereotype and Girl Power, which are related to Gender Studies on *Marvel Agent Carter* movie. *Marvel Agent Carter* is an American television series produced by *Marvel Cinematic Universe* in 2015. It is supposed to be the continuation of superhero movie *Captain America: the First Avenger* that was released in 2011. The setting of this movie is in 1946 after the World War II in United States of America. It is the time when women were still leveled to children and regarded as the second class citizens. The main character, Peggy Carter, experiences gender-based stereotypes in her workplace. This is because she is the only woman who works in S.S.R (Strategic Scientific Reserve) where patriarchal system is at work. Lastly, this research shows that Peggy's actions toward gender stereotype experiences represent Girl Power.

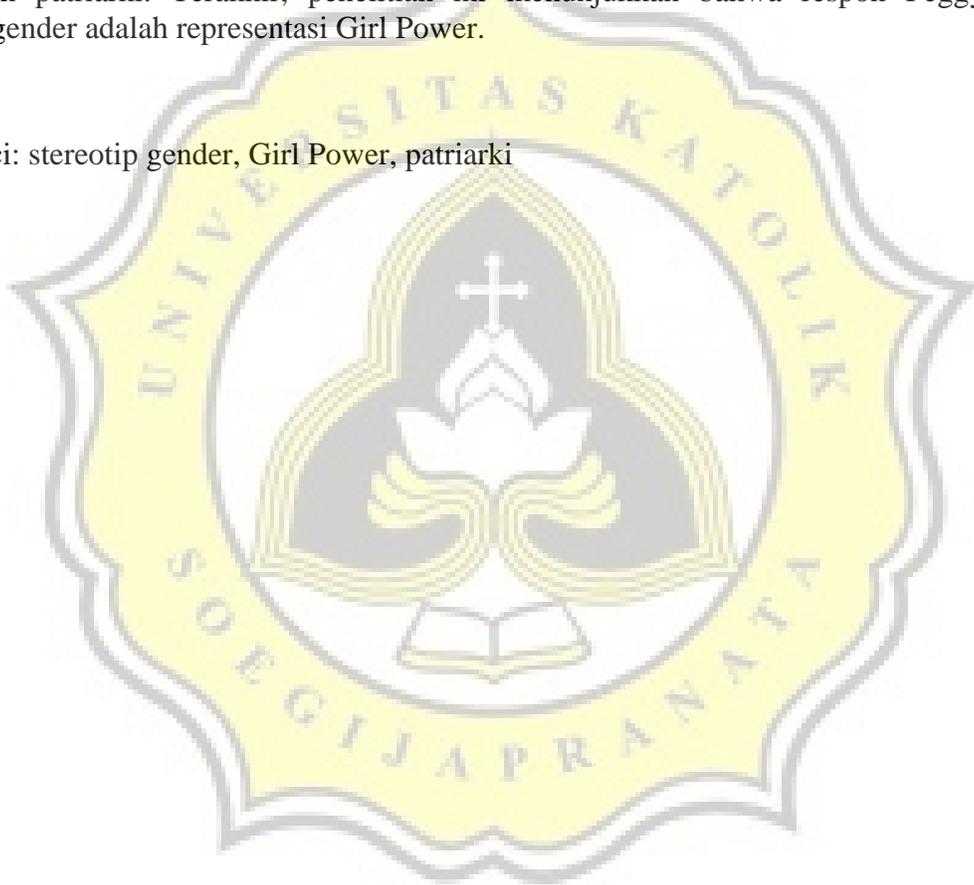
Keywords: Gender Stereotype, Girl Power, patriarchal.



ABSTRAK

Tesis ini berkaitan dengan istilah stereotip gender dan Girl Power yang berhubungan dengan studi tentang Gender pada film *Marvel Agent Carter*. *Marvel Agent Carter* adalah film berkelanjutan di Amerika yang di produksi oleh *Marvel Cinematic Universe* pada tahun 2015 sebagai kelanjutan dari superhero film, yaitu *Captain America: the First Avenger* yang tayang pada tahun 2011. Film seri dengan setting tahun 1946 setelah perang dunia II di Amerika Serikat ini menunjukkan bagaimana wanita masih dianggap sama seperti anak-anak dan warga kelas kedua. Peggy Carter, karakter utama dari film ini mengalami perlakuan stereotip gender karena dia adalah satu – satunya wanita yang bekerja di S.S.R (Strategic Scientific Reserve) yang adalah lingkungan patriarki. Terakhir, penelitian ini menunjukkan bahwa respon Peggy terhadap stereotip gender adalah representasi Girl Power.

Kata kunci: stereotip gender, Girl Power, patriarki



CHAPTER 1

1.1. BACKGROUND OF THE STUDY

In his book, *A Theory of Human Motivation*, Maslow (1943) explains that human basic needs such as the need of food, drinks, love, safety, self-actualization, self-transcendence and also self-esteem must be fulfilled. The needs to be accepted by the society as in Maslow's need of self-actualization lead people to do what is regarded as "good or bad and appropriate or inappropriate" for man and woman in society. The appropriateness or the inappropriateness of man's and woman's action is actually gender stereotyped roles because there is always a different way to be male or female.

Gender stereotyped roles are the result of complex interactions between biological and social forces (Wienclaw, 2011, p. 17). Wienclaw (2011) states that biologically, people are segregated into two, man and woman whose difference is obvious in their reproductive organs. While man has penis and scrotum which produce sperms, woman has vagina and womb which produce ovum. Woman's reproductive organs enable her to get pregnant and deliver babies. As a person who delivers babies, woman is deemed by the society to take care of the children and stay at home. It can be seen that those biological differences are often (mis)used by the society to position woman as "weak and inferior". As someone who stays at home and takes care of the children, woman is assumed to use less muscle strength compared to man who works outside the house. As a result, man is considered physically stronger than woman so man is commonly regarded as the head of a family who has power over woman and children (Wienclaw, 2011, p. 17).

The distinction based on the biological difference between a man and a woman leads to the act of labeling. The labeling which is based on the society's expectation on how a man and a woman should act is called gender stereotype. (Sharon, 2000) states that stereotype presents a trap into which many people fall. In the past women are treated differently from men as a result of gender stereotyping, especially in patriarchal society. For example, women in United States of America did not have rights to vote until 1920 because before that, they were often perceived as "second-class citizens." As a result, many women fight for equality in many aspects such as in politic, economy, education, and sexes during the nineteenth century in Europe and America. As a result, there were women's right movements to fight against gender inequalities in many aspects such as in politics, economy, education, and sexes in Europe and America during the nineteenth century. This women movement is called feminism, whose goal is to reach equality between men and women in all aspects of life.

The movement of feminism itself consists of three waves which every wave has criticized throughout time, and it continues until now. First Wave Feminism deals with women's rights in election that began in nineteenth century and Second Wave Feminism concerns with issues of gender and discrimination in early 1960s. As to perceive of failure of Second Wave Feminism, in early 1990s, Third Wave Feminism emerged and focused on the Second Wave Feminism's paradigm about what is good or not for women. It also supports queer theory which is considered as taboo in two previous waves before.

Feminism movement also affects film industry. In the past decade, the filmic superhero like *Batman*, *The Wolverine* and *X-men*, (Hatch & St-Lauren) and in television series such as *Smallville*, *The Flash*, *Green Arrow*, and *Legend of Tomorrow*. In 2015, Marvel produced an American Television Series, *Marvel Agent Carter* that is inspired by popular superhero movie

Captain America, The First Avenger released in 2011. *Marvel Agent Carter* has been played by Hayley Atwell, or known as Peggy Carter.

Peggy Carter is a strong female character, but before she gets her high position she has to struggle against her colleagues that do not support her at all based on the fact that she is the only woman who works in the agency. As the only female, she has been asked by her fellow co-workers to do menial chores like serving coffee and some snacks too. She is never allowed to join in office meeting and when she gives an opinion, no one pays attention on her. As a female secret agent who has a routine office works in New York City in the year of 1946, Peggy Carter must fight for her life in a patriarchal environment.

(Shneiderman, 2016) says that 1940s was the time when women were planting seeds for the rebirth of feminism. One of the venues of Western societies that have seen great changes in gender roles over the past century is the workplace (Wienclaw, 2011, p. 19). Prior to 1942 in America, women were not allowed to serve in military, except becoming a nurse. Then after World War II was declared, many women signed up to serve. At that time, American's involvement in WW II marked a change in women's roles. Approximately 350.000 women served during the war.

Marvel Agent Carter consists of 2 seasons. The first season has 8 episodes and the second season with 10 episodes. The first season took place in 1946 New York with Peggy Carter working as an Agent in Strategic Scientific Reserve (SSR). Peggy has to break the patriarchal environment and struggle for gender equality. In the second season, Peggy moves from New York to Los Angeles to deal with the threats of the new Atomic Age by the Secret Empire in the aftermath of World War II, gain new friends, a new home, and a potential new love interest. Peggy also enjoys her femininity, individual choices and independence.

Peggy's role in *Agent Carter* is a representation of Girl Power, which is a part of Third Wave feminism. Girl Power is a cultural phenomenon to represent female empowerment, independence and self-sureness. However, in Peggy Carter's case, Peggy's superior ability cannot be easily accepted by her colleagues who live in the year of 1946. She has to face challenges to do her role as a secret agent, a typically male work in the era after WW II.

Based on the above discussions, the writer is interested in the way Peggy Carter breaks the male-dominated world in her workplace. She is so inspiring and motivating for women working in the area dominated by men. For the writer, Peggy Carter is an independent woman icon represented in movies and comics. At the end of this series, she receives her high position that is worth struggling. Therefore, the purpose of this study is to analyze Peggy's gender stereotyped experiences and Girl Power aspect through her actions and appearances as portrayed in *Marvel Agent Carter* movies using feminism approach.

1.2. FIELD OF THE STUDY

The field of the study is Literature. The study will use Girl Power theory which linked to Third Wave Feminism.

1.3. SCOPE OF THE STUDY

This scope of the study is Literature, especially Gender Studies.

1.4. PROBLEM FORMULATION

This study aims to answer the following questions:

1. What are the gender stereotypes experienced by Peggy Carter?
2. What are Peggy Carter's actions and appearances that reflect Girl Power?

1.5. OBJECTIVE OF THE STUDY

The objective of this study is to answer this question:

1. To find out the gender stereotypes experienced by Peggy Carter in her work.
2. To reveal Peggy Carter's actions and appearances that reflects Girl Power.

1.6. SIGNIFICANCE OF THE STUDY

This study is expected to gain more understanding on feminism, especially gender stereotype and Girl Power. This study does not merely discuss about the film itself but also the lesson and values learnt from the film. It gives readers awareness that film can also be represented academically.

1.7. DEFINITIONS OF TERMS

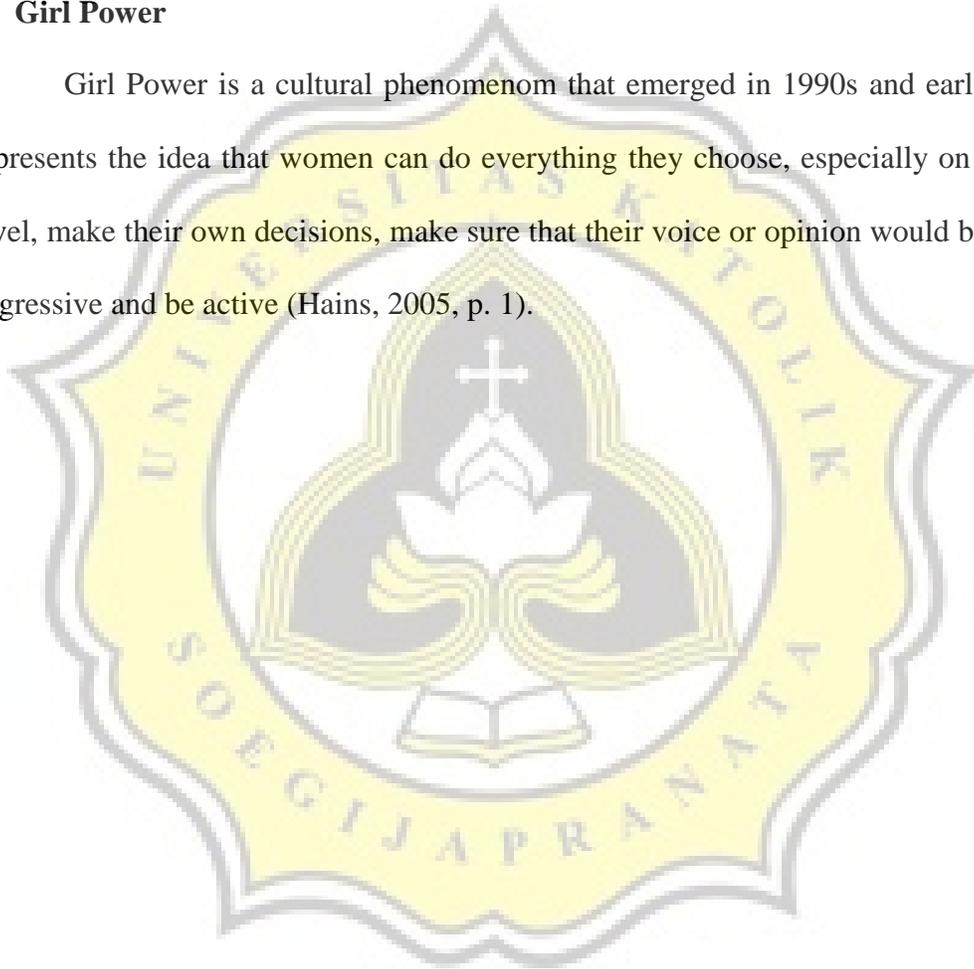
1. Third Wave Feminism

Third Wave Feminism is a term that has been used by a number of women, as well as popular media, to describe contemporary versions of feminism that evolved over

the past decades (Johnson, 2007, p. 10). This wave is different from two previous waves before. While the First Wave and Second Wave Feminism deal with social issues, the Third Wave Feminism deals with women themselves and how they find their identity. This wave also supports queer theory, which is considered as taboo in two previous waves before.

2. Girl Power

Girl Power is a cultural phenomenon that emerged in 1990s and early 2000s. It represents the idea that women can do everything they choose, especially on a personal level, make their own decisions, make sure that their voice or opinion would be heard, be aggressive and be active (Hains, 2005, p. 1).



CHAPTER II

REVIEW OF LITERATURE

2.1. Feminism

In the past two centuries, a revolution called feminism has transformed women's lives. Feminism is a movement to show that men and women have equality in all aspects, such as in education, politics, and society (Freedman, 2002, p. 16). This movement spreads in many countries like United States, France, Japan, Mexico, etc.

Feminism is a phenomenon in society and related to women. The proponent of feminism, the feminist, rejects the history, the rules and male dominated world or patriarchal society. However, some people say that feminism is not needed because feminists are against all men (Anderson, 2016, p. 2). Most people also think that feminism is a bunch of angry women who want to be like men while the definition of feminism itself is a movement to end sexism, sexist exploitation and oppression (hooks, 2000).

From the explanation on the development of feminist history, come three waves of feminism. The first is the First Wave Feminism. The First Wave Feminism began in the nineteenth century, which was a response to a shared exclusion of women from political, social and economic life (Gillis, Howie, & Munford, 2004, p. 1). Women took turn to speak and make sure that everyone would be heard. It deals with women's right to vote in election. In Western cultures, by the time of the Hebrew Bible and Greek and Roman civilization, only men exercised power (Freedman, 2002, p. 34). This reality also inspired a democratic country, like the United States, to deny women's voting rights and legitimate husband's control of his wife's property.

Starting in 1917, there was women's suffragist parade in New York City. Women suffragists carried placard with signatures of more than a million women to demand the right to vote. They finally won the rights in 1920. Then in 1948 Elizabeth Cady Stanton and Lucretia Mott organized Seneca Falls convention to fight for women's rights opposing the common perception of leveling women to children. Since then women politics revived in the West, at first under the banner of "Women" liberation (Freedman, 2002).

The second wave is the Second Wave Feminism. It concerns with the issues of equality and discrimination. Women's movements of the 1960s and 1970s were the largest social movement in the history of the United States and its impact has been felt in every home, school, and business, in very form of entertainment and sport, in all aspects of personal and public life. The Second Wave feminist is also called "Women Liberation Movement" in US. Western women's movement also significantly expands their agendas after the 1960s (Freedman, 2002, p. 20). However, the Second Wave Feminism mis(used) the term "feminist" that leads to misunderstanding. Many activists or feminists in Second Wave Feminism have self-naming for themselves such as black feminist, Asian American feminist, lesbian feminist, male feminist, Jewish feminist, and others (Freedman, 2002, p. 21) that seem contradictory. Then in the 1990s, Rebecca Walker, an American writer introduced a new term for feminist, that is "I am the Third Wave." Significantly, this generation reclaims rather than rejects the term feminist (Freedman, 2002, p. 21).

As the reaction for the failure of the Second Wave Feminism, in 1990s came Third Wave Feminism. It is a term used to describe a number of diverse feminist and anti-feminist theories and practices (Gillis, Howie, & Munford, 2004, p. 10) because some Third Wave Feminists prefer not to call themselves "feminist." Third Wave Feminism also deals with women

themselves, how they find their identity as women. Different from the two previous waves, this wave also supports the gay and lesbian issues, and queer theory, which are considered as taboo.

2.2. Girl Power

(Johnson, 2007) explains that beginning in the late 1990s, U.S. popular culture has been influenced with messages promoting “Girl Power”. Girl power is a term associated with Third Wave Feminism and overlaps with Second Wave Feminism (Knight L. G., 2010, p. 18). It refers to the independence of women shown through their empowerment and roles in society. From wave to wave, women dare to show their empowerment.

One of many examples in music industry is the popular singer, Miley Cyrus, in her appearance on her *Wrecking Ball* music video. (Avisha, 2012) claims that Miley Cyrus’ appearance in *Wrecking Ball* music video is the representation of Girl Power. Different from *Hannah Montana*, when Miley Cyrus is represented as innocent, in that music video, she dares to show her nudity, power and toughness too and it is totally different from her role in *Hannah Montana* when she portrayed as innocent. Not only in the music industry, we can also easily see women in politics, media and education easily. For example, 90 percent of world’s nations elected women to national office, and 10 percent of women served as heads of state in more than twenty countries (Freedman, 2002, p. 16). Girl Power is indicated as an inspiration for women to gain empowerment, and considered as one of the biggest influences.

Girl Power started from the *Riott Grrrl* movement in Olympia when several young people about teens until twenties were interested in voicing their spirit. The *Riott Grrrl* movement is based on DIY (Do It Yourself) which gives freedom for women in making their free-style music. Then in the mid 1990s the term Girl Power emerged, popularized by British

pop up group, *Spice Girl* formed up in 1994. Along with its popularity, it gives influence and and change to many women. The *Spice Girls* helped to popularize the term Girl Power advertised on clothing, posters, watches, bikes and stickers. Besides, they also promoted the notion of Girl Power that was related to feminine and feminist (Zaslow E. , 2009, p. 3). By the late 1990s, the Girl Power had become a mainstay of television and film (Knight L. G., 2010, p. 20), while in that time many women were going to college, entering male-dominated careers and playing greater roles in military. They also controlling over their own lifes.

There are many characteristics of Girl Power such as it offers girls and women a sense that they can choose when to be girly and when to be powerful (being Versatile) (Zaslow E. , 2009, p. 3). It means that they can be everything, a mother at home, a professional in workplace, a sexy woman for man and to be sexy in their own pleasure. The girl represented in Girl Power also believed that they should be treated as equally as men, having control over their body, and becoming self-determined. Moreover, they also can enjoy the sexuality. As a result, women shift the conceptualization of femininity because they understand how to be female, feminine and feminist.

Many media such as television, magazine and advertisement also have a high interest in girls and women because they are considered as market potential. For example in the late of 1990s in America, media brought about eighty-five-billion dollars per year (Zaslow E. , 2009, p. 4), but along with their existence in many media, many people misunderstood the messages as portrayed, for example in pop music and their performance in public. We often see that sometimes they display the sexual imagery and many people think that women are only sexual object in media because many corporations, advertisers, and producers try to make women's body as object not as human (Zaslow E. , 2009, p. 58).

But in 2008, Katy Perry with her top chart single *I Kissed a Girl* and in her lyric “*I kissed a girl just to try it. I hope my boyfriend won’t mind it.*” The lyric suggest people especially girls who want to experience with lesbian desire and show them about the confidence too (Zaslow E. , 2009, p. 59). Another example is Beyonce with her song *Single Ladies (Put A Ring on It)*, in her lyric she tells her ex-boyfriend “*I put gloss on my lips, a man on my hips ... I could care less what you thinks. I need no permission.*” This lyric symbolically shows about women empowerment and that women are not sexual victimization. Moreover, they have power over it. It is a proof that the girls in the media were different from the girls in the past. While women in the past considered as vulnerable and passive, women in Girl Power had a “take-charge dynamism.”

2.3. Female Hero

Since 20th century, many women have appeared in film taking the characters of villains, secret agents, superheroes, warriors, etc and they have had deep impact within society (Knight L. G., 2010, p. viii). The abilities of female action heroes and villains vary considerably. Different from the portrayal in fairytales, i.e. woman is always seen as the one that needs to be rescued by men because she is considered weak, but female heroes held femininity with masculinity to redefine as heroism looks like (Knight L. G., 2010, p. x).

Historically, men, not women have set the standard of toughness while women are portrayed in a way that reflected traditional gender roles. The word “toughness” is related to man, but in the beginning of 1990s female action heroes have evolved into the extraordinary phenomenon that we see today. Related to Third Wave Feminism in 1990s, when concepts of femininity, ambition and independence emerged, they affect many women. For example, many

women such as athletes become the icons of popular culture, independence and toughness. Moreover, in that time women were in vogue (Knight L. G., 2010, p. xx).

Many female action heroes who emerged in the late 1930s reflected the result of Third Wave Feminism. In 1930s, after the success of male superhero in comics like *Famous Funnies* and *Superman* in America, comes the female version on films and books. For example, *Supergirl* which is followed on the heels of *Superman*, *The Bionic Woman* followed *The Sixty Million Dollar Man*, *The Nancy Drew* followed a few years after *The Hardy Boy* and the most popular character popularized by William Moulton Marston emerged at the start of WW2 in 1941, *Wonder Woman*.

Wonder Woman, the first major female action hero in comic book series, was made as the representation of feminist character (Knight L. G., 2010, p. xviii), which shows to boys that woman could be considered just as strong as *Superman*. The same as message delivered in *The Bionic Woman*, a TV series in 1970s with Lindsay Wagner. She is represented as an independent, career-oriented, strong woman. Moreover, she also can run 60 miles per hour and lift cars. Both *Wonder Woman* and *The Bionic Woman* have their similarities related to Third Wave Feminism. Another example is *The Nancy Drews*, a 16-year-old amateur detective, who was depicted as smart, independent, strong and having pretty looks too (Knight L. G., 2010, p. xvii). Although she is still 16 years old, *The Nancy Drews* became influential role models for young girls soon after her appearances in 1930.

CHAPTER III

RESEARCH METHODOLOGY

3.1. Sources

In this thesis, the writer used two kinds of visual data. First is the primary visual data from *Marvel Agent Carter* Season 1 Series. Here the details of primary visual data:

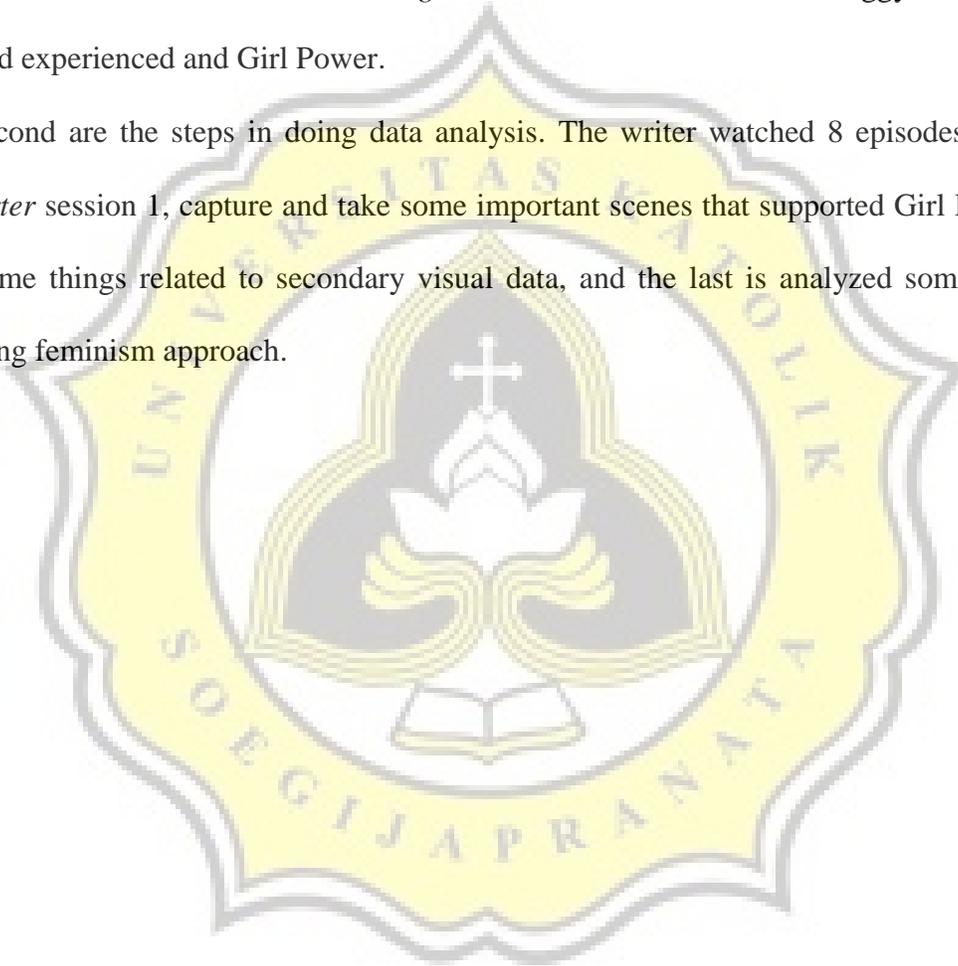
Starring	: Hayley Atwell
Created by	: Christopher Markus and Stephen McFeely
Title	: Marvel's Agent Carter session 1
No. of Episodes	: 8
Genre	: Action / Adventure Superhero fiction Drama
Country of Origin	: United States
Original of Release	: January 6 – February 24, 2015

Second is the secondary visual data obtained from books and articles. The writer used qualitative research, to effectively identify the relevant factors such as social norm, socioeconomic status, gender role, ethnicity, and religion. Qualitative research concerned with developing explanations and social phenomena (Degu & Yigzaw, 2009, p. 3). The analysis of data based on library research that is a research in which the sources are gained from written sources such as books, articles, online articles, etc.

3.2. Research Procedure

There are two steps to go through in doing this research. First is the method in data collection and second is in the data analysis. The steps in data collection are the writer chooses *Marvel Agent Carter* as the subject of the research, then downloaded it, use gender stereotype and Girl Power theory by Rebecca Hains to be applied to the characteristic of Peggy Carter and the last is the writer watched *Marvel Agent Carter* in terms to find Peggy Carter gender stereotyped experienced and Girl Power.

Second are the steps in doing data analysis. The writer watched 8 episodes of *Marvel Agent Carter* session 1, capture and take some important scenes that supported Girl Power, then did the same things related to secondary visual data, and the last is analyzed some important scenes using feminism approach.



CHAPTER IV

DATA ANALYSIS & INTERPRETATION

In this chapter, the writer tries to answer the questions in problem formulation. The first subchapter discusses the gender stereotypes experienced by Peggy Carter and the second subchapter analyzes Peggy Carter's actions representing Girl Power. The data are taken from *Marvel Agent Carter* season 1 movie.

Below are the important scenes captured that show Peggy Carter's gender stereotype experiences and her actions that represent Girl Power within the movie.

4.1 Peggy Carter's Gender Stereotype Experiences

Wienclaw (2011) states that gender stereotypes happen in society because the stereotypes are biologically determined. Wienclaw also says that researches with regard to American women show that women do not enjoy the same opportunity in attaining high status positions as do American men (p. 135). In *Marvel Agent Carter*, Peggy experiences gender stereotypes in the work place because her colleagues underestimate her ability. The discussions of the scenes and dialogues when Peggy Carter is discriminated in her work as a result of gender stereotypes are presented below.

4.1.1 Peggy is treated as an inferior in her office work

Captain America: the First Avenger is a superhero movie released in 2011. It is a movie where Peggy Carter is first introduced. Peggy is very well known for her capability to lead and fight. Moreover, she is a female leader who leads many men to join in World War II. She is also

famous as an independent woman. In contrast, on *Marvel Agent Carter*, a continuation movie of *Captain America: the First Avenger* Peggy Carter is treated differently. Peggy's experiencing stereotyped treatment is understandable because the setting of this movie is in New York in 1946, after the World War II. 1946 was the time when women were a minority in workplace and were considered as children who were under the power of a man (Wienclaw, 2011, p. 17). So, Peggy who experiences gender stereotype can be considered as common thing.

It is told that after World War II is over, Peggy moves to S.S.R (Strategic Scientific Reserve) in New York. Unfortunately, Peggy's ability to lead people is not acknowledged when she moved to S.S.R (Strategic Scientific Reserve). Instead, Peggy was underestimated because of her sex. She is assigned to do domestic chores who have been long regarded as women's jobs, namely, making coffee, serving snacks and lunch during the office meeting. In other words, her co-workers make her to do the jobs because she is a woman.



Figure 4.1. Peggy eavesdrop the conversation between the staffs (Marvel Agent Carter Season 1, episode 2, 14.54)	Figure 4.2. Peggy is not allowed to join in office meeting (Marvel Agent Carter Season 1, episode 3, 09.55)
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For Peggy, working as the only female in the patriarchal society is kind of challenging job because nobody supports her. Peggy always tries to make herself heard too. One of the

example is when she joins and gives an opinion in a staff meeting about finding and seizing Howard Stark, a weapon developer. Peggy knows Howard Starks during the World War II and it is shown in Peggy's statement in office meeting, "I knew Howard Starks during the war. His help is invaluable. He may be a great many things, but he is not a traitor." (Marvel Agent Carter season 1, episode 1, 05.36).

Peggy's statement, however, is not welcome by her colleagues. She is met with an underestimated reply from Thompson and Chief Dooley,

Why am I not surprised? I am sure being Captain America's liaison brought you into contact with all sorts of interesting people. But the war is over. Let the professional decide who is worth going after. (Marvel Agent Carter season 1, episode 1, 05.43).

In his context of speaking, Chief Dooley seems to use the word "professional" to refer to men, not women. In his statement, Dooley shows that woman is not capable to be 'professional' as a man.

Dooley's statement represents the 1946 society's opinion that men are seen to be more capable and professional in a workplace compared than women. In her male colleagues' point of view, Peggy Carter is known only as a woman who has a crush on Steve Rogers, *Captain America*, not as an agent who has good ability. It is also a stereotype that women only considered as the one who uses their emotion / feeling. The fact that Peggy comes from a rich family and has a high education does not make her respected by her male colleagues. Peggy's experience shows that although 1946's United States was the the time of feminism birth (Shneiderman, 2016), but the society still stereotypes women as somebody that only use their feeling.

4.1.2 Peggy is never acknowledged about her existence



Figure 4.3. Peggy is never acknowledged about her existence (Marvel Agent Carter Season 1, episode 3, 16.55)

Figure 4.3 is the continuation of the office meeting scene. After the office meeting was over, Peggy can not accept the treatment she gets from her male colleagues in the office meeting that seems cornering her. Then Peggy goes outside and meets Agent Thompson who says, “Carter, gonna be busy with your friend, Stark. If you don't mind, these surveillance reports need to be filed, and you're really so much better at that kind of thing. (Marvel Agent Carter season 1, episode 1, 06.42).” The word “surveillance report” spoken by Thompson refers to the job related to secretarial job. The statement shows that Thompson considers Peggy good in doing secretarial job, a job associated with woman, regardless her position as a secret agent. As a response to Thompson’s statement, Peggy replies back,

What kind of thing is that Agent Thompson? The alphabet? I can teach you. Let’s start with the word beginning with A.” (Marvel Agent Carter season 1, episode 1, 06.51).

Peggy’s answer is supposed to be a contention to Thompson’s statement, however Peggy got an unexpected answer that seems to mock her. Thompson’s answer to Peggy’s statement is “Thanks kid” (Marvel Agent Carter season 1, episode 1, 06.59). The answer indicates that he treats Peggy like a child and unimportant. Peggy gets angry because of that response, but she

cannot do anything. That incident is common in 1946 in the United States, since women were labelled similar to children and minority in a workplace (Wienclaw, 2011, p. 17). So it is a common thing when Thompson called Peggy as “kid”.

Wienclaw (2011) points out that during 1946 in United States, respect to women were based on her husband’s socioeconomic status. Many women also did not feel valued and listened to both in their school or workplace (Wienclaw, 2011, p. 138). That was the way men and society look at women in the United States. As a single woman with no husband who can support her socioeconomy, Peggy is treated as an inferior being because nobody acknowledged about her existence.

4.1.3 Peggy is imposed to do menial jobs

In her workplace, Peggy is treated like a secretary and complementary although her main job is an agent. Peggy also does menial jobs like serving coffee, tea, and snacks in her everyday life in S.S.R. One of Peggy’s colleagues, Sousa, says that, “they [Peggy’s colleagues] treat you like a secretary.” (Marvel Agent Carter season 1, episode 1, 06.29). Peggy’s response makes it clear that “I just wanted and I am grateful. I’m also more than capable of handling whatever these adolescents throw at me. (Marvel Agent Carter season 1, episode 1, 06.31).”



Figure 4.4. Peggy doing a menial job (Marvel Agent Carter Season 1, episode 1, 14.50)

Peggy's response to Sousa's statement is a proof that doing menial jobs is kind of habitual thing for her. Peggy does not get shocked or upset because it is a common thing. She understands how a patriarchal society works, especially how all men in her workplace treat and think about her. In contrast, Peggy's response also represents her confidence that although she is a woman, she is also capable of doing jobs associated to man.

In the episode 2, Chief Dooley asks her to come and meet his friend, Chief McClemens. In this scene, Peggy gets teased. McClemens speaks in a teasing tone, "I don't know our government had such good taste in secretaries. What's your name darling? (Marvel Agent Carter season 1, episode 2, 16.04)." The word "darling" spoken by Chief McClemens represents a sexist language. Sexist language used by patriarchal society as a ways to control identities and disempowered woman (Knight G. L., 2010, p. 5). Moreover, it is also a word to specify gender.

Beside the sexist language is the word "secretary". This word refers to the job related to woman. It is also a proof that Peggy is never acknowledged as an agent. In order to respond to McClemens's statement, Peggy's says, "Agent" (Marvel Agent Carter season 1, episode 2, 16.08). Peggy's answer represents Peggy's wish to be seen as an agent, her actual job.

The proofs about gender-based divisions above show that society and government overlooked woman's existence in 1940s United States. For example, in the past, women in United States of America were treated differently from men in terms of the rights to vote in election. Moreover, after women get their legal rights in 1920, the perspective like women as "second class citizens" still exists. In the year of 1940 in America, women were still considered as first slaves and reproductive slavery (Freedman, 2002, p. 36) since at that time many women worked as housewife where the children helped their family produce more crops. It was very common in the 1940 that women still served their husband and family by preparing for the food,

taking care of their children and cleaning the house. Therefore, Peggy who does menial things in her workplace can be considered as common thing in 1940's America.

4.1.4 Peggy is treated as weak



Figure 4.5. Peggy is treated as weak (Marvel Agent Carter Season 1, episode 5, 04.30)

Wienclaw (2011) points out that the stereotype like “women are weak and need to be protected” and “big boys do not cry” exist in society. As a result, this stereotype affects many people. As portrayed in Figure 4.5, it is a scene when Edwin Jarvis protects Peggy on a raining day. The way Jarvis protects Peggy on a raining day can be seen as a representation of man's obligation in society, where man should protect woman because man is considered as physically stronger than woman. The idea that man should protect woman exists in the society because gender plays a central role in society (Freedman, 2002, p. 114).

Peggy also uses her position as woman as an excuse. As explained previously in Figure 4.1, in the office meeting, Peggy asks, “I wonder if I might request a sick day. (Marvel Agent Carter season 1, episode 1, 15.24)”. Peggy speaks in a tone and uses it as an excuse to do her undercover work. However, Chief Dooley responds her by saying, “What's the matter? Got a headache?” (Marvel Agent Carter season 1, 15.27) in a tone that shows a kind of overtly concern with Peggy as if Peggy is a weak creature who demands attention. The way Chief Dooley treats

Peggy is like the way he treats woman in general, not as an agent or a professional in a workplace.

In response to Chief Dooley's tone of concern, Peggy's answers, "Ladies' thing. (Marvel Agent Carter season 1, episode1, 15.33)." The word "Ladies' thing" spoken by Peggy is an implicit way to say that she wants to take a menstruation leave and she wants to take a rest for that day. The way Peggy says "Ladies' things" also shows Peggy's intention to represent her, a woman, as weak and fragile although in fact she is a strong. She needs to be seen as weak and fragile to be able to do undercover work. The writer sees the possibility that if it is a man who asks for a leave to Chief Dooley, he will be responded differently. The image of woman as a weak creature who needs protection is topped by Chief Dooley's response, "Oh, geez. Yeah, sure, take the day. (Marvel Agent Carter season 1, episode 1, 15.35)." Chief Dooley's response represents the way man protects and sees woman, as weak and needs protection.

4.1.5 Peggy is underestimated



Figure 4.6. Peggy is underestimated (Marvel Agent Carter Season 1, episode 5, 06.04)

Figure 4.6 is the representation of Peggy gets underestimated by her colleagues. Peggy is getting underestimated by Jarvis statement,

“These men you call your colleagues, they don’t respect you. They don’t even see you. Do you honestly expect they’ll change their minds? (Marvel Agent Carter season 1, episode 5, 05.27).”

Jarvis’s statement is the representation that he never sees Peggy as a real agent. In this case, Jarvis observes and draws a conclusion that Peggy’s existence in her workplace is never seen by her colleagues and that Peggy is controlled by her male colleagues.

In order to respond to Jarvis’s statement, Peggy says “I am a federal agent, Mr. Jarvis.” (Marvel Agent Carter season 1, episode 5, 05.18). But, Peggy gets an unexpected answer that seems mocking her. Jarvis says, “finely trained and skilled in the art of fetching coffee. (Marvel Agent Carter season 1, episode 5, 05.23).” Jarvis’ statements indicate that the jobs, like serving coffee, snacks and being secretary, suit to Peggy instead of her truly job as real agent.”

Freedman (2002) claims that 1940’s in United States was the time when women were not allowed to get education. This was because the patriarchal system operated in the society. Peggy, who lives in 1940’s and has a chance to get a high education and enters male-dominated work, still gets controlled by her environment, especially in her workplace. Peggy’s experience is understandable since in 1940’s in United States, most women played a role as wife and seen as reproductive commodity (Freedman, 2002, p. 36). Because of that, women are considered as passive and inferior not only at home but also in workplace. Therefore, Jarvis’ opinion and Jarvis’ treatment toward Peggy are common.

4.1.6 Peggy is not allowed to do some jobs related to man



Figure 4.7. Peggy is rejected of office meeting (Marvel Agent Carter Season 1, episode 5, 18.25)

Figure 4.8. Peggy's colleagues look down at her (Marvel Agent Carter Season 1, episode 5, 18.22)

Figure 4.7 is a scene after Peggy has broken the Russian code into English. After she translates the code and finds that Starks has sold the weapon to Leviathan, a Russian organization, she decides to join the staffs to Belarus, Russia, to find Howard Starks. Because this job is related to man, she is not allowed to join. It is proven by Chief Dooley saying that, “take a team to Belarus. Find Starks, bring him home. Li, Ramirez, gear up! (Marvel Agent Carter season 1, episode 5, 07.34).” He does not even mention Peggy in there although she is the only one who can break the Russian code. In order to respond to Chief Dooley’s statement, Peggy says, “Li, Ramirez, and Carter. There is no more qualified for this mission, Sir. I am going to Russia. I invite you to look at my war record, Sir.” (Marvel Agent Carter season 1, episode 5, 07.39).”

Another person who does not want Peggy to join the mission to Russia is Thompson, the leader of this mission. He says, “But we have no idea what we’re getting into over there, okay? I do not need brain. I need brawn”. (Marvel Agent Carter season 1, episode 5, 08.21).” The word “brawn” refers to muscle and strength related to man and masculinity. The way Thompson talks

represents the stereotypical idea that although Peggy is smart-being able to break the Russian code into English, she is not needed anymore to finish it in a real mission. It is obvious from Thompson's response that he underestimates Peggy's ability as an agent although she is the only one who can speak, read, and break the code in Russian. Thompson's reason for underestimating Peggy is based on his stereotypical idea of woman as being the second class citizen.

Historically, early 20th century, American culture emphasized that women's role was in the home (Wienclaw, 2011, p. 34) and women were considered as passive too. In the above case, Thomson's framework of idea is that it is better for Peggy to stay at the office rather than go to Russia to fight along with the male agents. At that time it is considered as taboo for woman to join or serve in military because this job is related to gun, bomb and hand fight.

Although facing many obstacles, Peggy still wants to go to Russia because she is really passionate in doing this mission. She also thinks that she is capable of doing this job because she has had an experience of fighting in a war (depicted in film *Captain America: the First Avenger* movie). It is shown in her statement, "I spent three years in the mud of the European theater, The Eastern front, the Western front, and everything in between. (Marvel Agent Carter season 1, episode 5, 08.28)." Then it comes with Thompson's reply, "Yeah, surrounded by some of our best men. (Marvel Agent Carter season 1, episode 5, 08.32)." Thompson's reply implies that he looks down at Peggy. For him, Peggy could only survive the war because she was protected by men. Thompson does not even bother to look at her war records, achievements and experiences. He directly forbids Peggy to go to Russia because Peggy is a woman.

4.2 Girl Power Actions

According to Zaslow (2009), Girl Power offers a sense that woman can be both masculine and feminine. The word masculine itself is related to man, and on the contrary, the word feminine to woman. Starting from 1920s in America, many women broke traditional gender roles and explored the formerly masculine domains of the workplace (Harnett, 2009, p. 24). Peggy, who lived in the year of 1946, also enters the male-dominated world.

Woman's entering male-dominated world and exercising Girl Power are depicted in *Marvel Agent Carter* which puts Peggy as the main character. Peggy's appearance in *Marvel Agent Carter* is related to Third Wave Feminism that emerged in 1990's, where many women become the icon of popular culture especially the Girl Power (Knight G. L., 2010, p. xx). The discussions of the scenes and dialogues which show Peggy Carter's Girl Power traits are discussed below.

4.2.1 Masculine Trait and Masculine Appearance

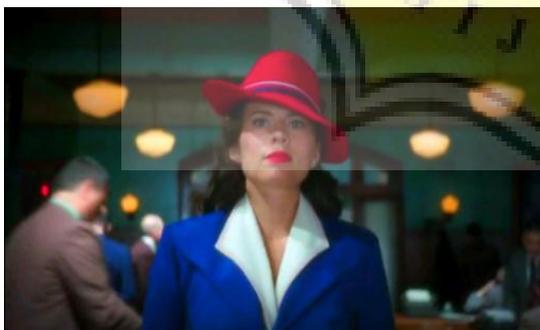


Figure 4.9. Peggy shows her independence and masculinity sides (Marvel Agent Carter Season 1, episode 1, 03.36)

Figure 4.10. Peggy walks so confidently entering the office (Marvel Agent Carter Season 1, episode 1, 03.33)

Stereotypically, woman and femininity are two things that can not be separated. However, some of Peggy's body poses do not show her femininity. One of the examples can be seen is in Figure 4.9 which shows Peggy Carter's strong eye gaze. It indicates her "masculinity" side. Besides, Peggy's 'masculinity' side also showed by the way she walks as portrayed in Figure 4.10, Peggy walks with lifts her chest high, a body pose which can be considered as a sign of independence.

(Zaslow E. , 2009) points out that independence is stereotypically related to man's characteristics. By showing that she is independent, Peggy can be categorized as "masculine" too. The words "independence" itself related to the idea of Girl Power. Additionally, a strong and straight eye gaze when she walks indicates that Peggy wants to prove that she is an independent woman. Moreover, her eye gaze represents a confidence as well because she stares straight without showing any kind of hesitation.

Interestingly, when Peggy shows a kind of 'masculinity' traits in the way she walks and stares, she is seen to put forward her femininity in her choice of red color for her hat and lipstick and her wearing high heels. The attractiveness of the red color and high heels is in contrast to Peggy's ignorance of the men around her.

Another example of 'masculine trait' is shown in Figure 4.11 below.



Figure 4.11. Peggy changes her clothes in men’s locker room before she goes to Russia (Marvel Agent Carter Season 1, episode 5, 11.26)

It shows that Peggy and her colleagues are changing clothes before they go to Russia in one big room which only has one partition. During the scene, Peggy says,

I need to change. The ladies’ room is downstairs in the lobby of the ad agency. I’d much prefer the men’s locker room than have to change into tactical gear up in public room. Pull up your skirts boys. (Marvel Agent Carter season 1, episode 5, 10.42).

Peggy enters the man’s changing room and dares to say that men in there have to be careful when she is entering the room. The words “pull up your skirts boys” (Marvel Agent Carter season 1, episode 10.53) spoken by Peggy is to represent Peggy’s assertiveness in warning the men. With her confidence, Peggy shows that she is as strong as the men.

4.2.2 Freedom of Choice



Figure 4.12. Peggy wearing red nail polish (Marvel Agent Carter Season 1, episode 2, 39.55)

Figure 4.13. Peggy wearing red lipstick and showing her sexuality (Marvel Agent Carter Season 1, episode 1, 17.51)



Figure 4. 14. Peggy is showing her masculine side (Marvel Agent Carter Season 1, episode 2, 15.33)

Zaslow (2009) states that freedom of choice is one of characteristics of Girl Power. The representation of freedom of choice in Peggy Carter can be seen in several scenes. One of the scenes is when Peggy is doing her undercover work. Basically, Peggy has no free choice to do what she wants to do in her work. As discussed previously in Figure 4.1, Peggy is treated as inferior by her colleagues. However, Peggy fights for her own choice, in this case, her free choice to do the undercover work. In that undercover work she is not appointed by her boss but she voluntarily does the work.

Peggy's freedom of choice can also be seen in the way she looks. Peggy conforms to the 1940's society of how woman should dress and apply make up. Figure 4.12 is a scene when Peggy is seen as putting on red nail polish. The figure definitely shows that Peggy conforms to the trend of woman at that time. A better example can be seen in Figure 4.13 when Peggy does her undercover work. She plays her role as a femme fatale, a seducer. In playing the role, she wears a sexy dress, uses red lipstick and colors her hair into blonde with the purpose of getting man's attention.

She freely chooses to look sensual, in contrast to looking strict and formal, to serve her free choice to do the spy mission. Peggy's choice to appear sensually- although it contrasts with her wanting to be recognized as equal to her male colleagues- is the key to find Howard Stark, the one whom the company (S.S.R) is looking for. She knows that beauty is often manipulated as a means to attract man, so she does that. Her freedom to decide the way she appears is a characteristic of Girl Power.

Figure 4.14 shows Peggy's freedom to express herself. It is a scene when Peggy positions both of her legs on the table so confidently in her office desk. In *Marvel Agent Carter* movie, it can be seen that the office in S.S.R (Strategic Scientific Reserve) is not a private office where a person occupies a one room, but it is one large room. So, Peggy's position can be seen by all the staffs. In short, Peggy exercises her freedom of choice when she positions her legs on the table.

4.2.3 Power



Figure 4.15. Peggy has power over man (Marvel Agent Carter Season 1, episode 2, 40.48)

Figure 4.15 is a scene when Peggy is in a cafe. When she sees her friend, who works in the café is sexually harassed by the man who eats at the café too, Peggy gets angry. She threatens the man and dares to show that woman also has a power. In this scene, Peggy says to the man,

...you will die in 90 unless someone comes in to your aid. Now given your behavior, how likely do you think that is to happen? To prevent this not entirely unfortunate event from occurring, I'd suggest you to find a new place to eat. Do we understand each other? (Marvel Agent Carter Season 1, episode 1, 40.48).

Peggy dares to say this kind of rude words because she does not want him to demean her friend, who is a woman. She wants equality between man and woman. Different from the explanation and dialogues explained in Figure 4.1 where Peggy chooses to remain silent in her workplace, in this case she dares to speak and express her feeling.

Peggy's actions represent her fights for gender equality in public place. Zaslow (2009) points out that the girl represented in Girl Power believes that they have to be treated as equally as men. Peggy sees that the way the man looks at her friend is something that needs to be changed. So Peggy exercises her power by threatening the man. Peggy's power is a representation of Girl Power.

4.2.4 Bravery



Figure 4.16. Peggy shows bravery to the man who works for Russian organization (Marvel Agent Carter Season 1, episode 2, 27.53)

Figure 4.16 shows a scene when Peggy meets a person who works for Leviathan, a Russian organization held by Nazi during her undercover work with Jarvis. When Peggy find the man by herself, she says, “Move, and I shoot!” (Marvel Agent Carter season 1, episode 2, 27.59). Her action indicates bravery. She confidently says the words in a firm tone. Later, she talks loudly to Jarvis, “I told you I don’t need your help. (Marvel Agent Carter season 1, episode 2, 28.02).” By saying that, she wants to show that she can handle the matter by herself although it is quite dangerous for her. Moreover she also dares to use a gun. The way she acts represents girl power, that Peggy is a brave woman who believes that she can solve problems. In addition, the way she speaks represents confidence, a characteristic which also belongs to Girl Power.

4.2.5 Sexy for Man Pleasure and for Herself



Figure 4.17. Peggy shows her sexy side (Marvel Agent Carter Season 1, episode 5, 12.01)

When Agent Sousa comes to her accidentally, she shows her sexy side as displayed in Figure 4.17 Peggy knows how to look sexy either for man pleasure or for her. In this case, Peggy does both. She draws the attention of Sousa and knows how to be sexy for herself too. Peggy

knows how to look sexy either for man pleasure or for her and she also knows when be powerful and feminine which is the characteristics of Girl Power (Zaslow E. , 2009, p. 3).

Peggy also has control over her body which is considered as the characteristic of Girl Power (Zaslow E. , 2009). In this scene, for the first, Peggy gets a little bit shocked because Sousa comes accidentally. But from her gesture she does not want to show that she is afraid. Moreover she shows her sexy side. She knows how to be a woman without having kind of “fear” feeling. She also is not afraid if men in there mock at her for changing clothes in men’s locker room.

4.2.6 Professional



Figure 4.19. Peggy joins the staffs in Rusia to fight (Marvel Agent Carter Season 1, episode 4, 22.22)

Figure 4.18. Peggy joins an office meeting with all staffs (Marvel Agent Carter Season 1, episode 4, 11.40)



“Then listen to me! You’ve got one chance of getting out of here alive, and it’s because of our good grace! You kill our friend, and you will die at our hand instantly! (Marvel Agent Carter season 1, episode 5, 33.51).”

Peggy does it because it is an urgent situation and a decision needs to be made. She also dares to ask the staffs, to obey and do her command. She also endures the challenges in the mission without complaining but showing her strength and power although she is the only woman in the mission. She fights, uses gun, and uses bomb. Peggy also shows her superior ability which can be considered as the characteristic of Girl Power.

Peggy’s order is a representation of strength too. Taft (2004) says that Girl Power contains expression of strength, which in this case is shown by Peggy Carter. Peggy breaks the society’s expectation that woman must be passive, friendly and soft (Knight G. L., 2010, p. 6).

When Peggy finally returns from the mission, she comes back with high achievement. She is able to prove to all staffs in S.S.R that Howard Stark is not a traitor. At the end her achievement is acknowledged by Chief Dooley, the leader in S.S.R, who for the first time, says, “Good work, Carter (Marvel Agent Carter season 1, episode 5, 40.58).” Peggy is also praised by Agent Sousa who says, “I just, staying up late worrying about you guys, you take good. (Marvel Agent Carter season 1, episode 5, 41.20).” All compliments are proofs that Peggy is succeeding in proving that she is capable and really professional in her workplace.

CHAPTER V

CONCLUSION

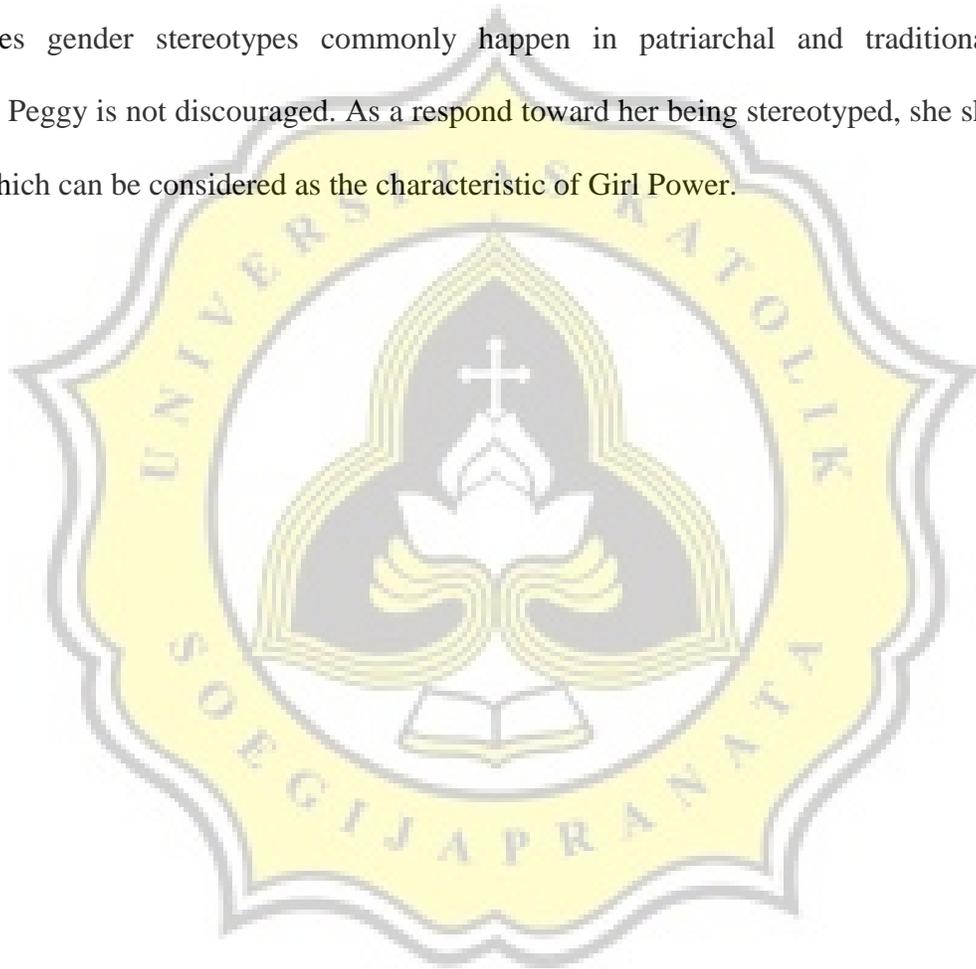
From the analysis in Chapter 4, both treatments toward Peggy and Peggy's actions represented in *Marvel Agent Carter* session 1 reflect gender stereotype experiences and also Girl Power characteristics. The final findings are divided into two parts.

The first part contains Peggy Carter's gender stereotyped experiences. She experiences gender stereotypes in her workplace because she is the only woman who works in there. Peggy who lived in the year of 1946 in America experienced that because at that time women were still considered as the second class citizens and still traditional. She is treated as inferior in her workplace. Moreover, Peggy also ordered to do menial jobs like serving coffee, tea and snack during office meeting. Other treatments like treated as weak, underestimated and not allowed to do some jobs related to man, also representation of Peggy being stereotyped. Related to the setting of the movie, Peggy's treatments are portrayal of what happened to woman in the year of 1946 in United States of America. Moreover, in that time there was a common perception of leveling women to children.

The second part contains Peggy Carter's representing Girl Power. Even though Peggy experiences gender stereotyped, she shows some actions which are considered as the representation of Girl Power. She shows her masculinity, independency and confidence. Peggy also shows another characteristic of Girl Power that is her freedom of choice, where she shows her femininity and masculinity sides. She also has a sense how to be sexy either for man pleasure or for herself. She is also an example of woman in actions because she is having control over her body, knows when to be girly, when to be powerful, and when to be professional in workplace.

Her actions also can be considered as woman in actions because Peggy shows her bravery, strength, and capability while she is doing her work.

At the end of this movie, she got praised by her colleagues because of her good achievement when she doing a mission in Russia. She got praised by Chief Dooley, the leader in S.S.R (Strategic Scientific Reserve), Sousa and all of her colleagues. In general, Peggy experiences gender stereotypes commonly happen in patriarchal and traditional society. However, Peggy is not discouraged. As a respond toward her being stereotyped, she shows some actions which can be considered as the characteristic of Girl Power.



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APPENDICES

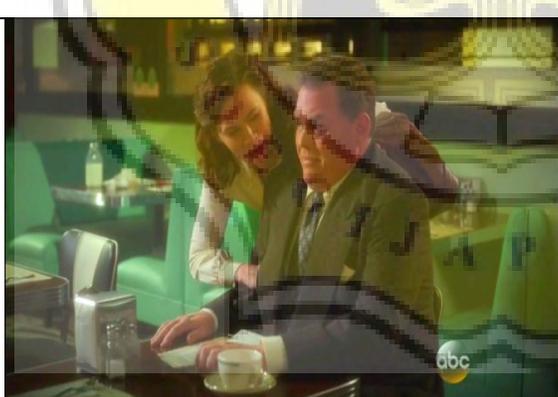
The Summary of Peggy Carter Gender Stereotype Experiences and Girl Power Actions

Gender Stereotype Experiences			
No	Screenshot	Episode	Scene
1.		2	Peggy eavesdropped the conversation of the staffs.
2.		3	Peggy is not allowed to join in office meeting.
3.		3	Peggy is never acknowledged about her existence.

4.		1	Peggy is imposed to do menial jobs.
5.		5	Peggy is treated as weak.
6.		5	Nobody pays attention to Peggy in her workplace.

7.		5	Peggy is rejected of office meeting.
8.		5	Peggy's colleagues look down at her.
Girl Power			
No	Screenshoots	Episode	Girl Power Aspects
9.		1	Masculine traits - strong eye gaze.

10.	 <p>JAMES URBANIAK</p>	1	<ul style="list-style-type: none"> - Peggy is lifting her chest high. - Walks confidently.
11.	 <p>CTV</p>	5	Peggy changes her clothes in man's locker room.
12.	 <p>abc TinyMovies.co</p>	5	Peggy wears red nail polish.

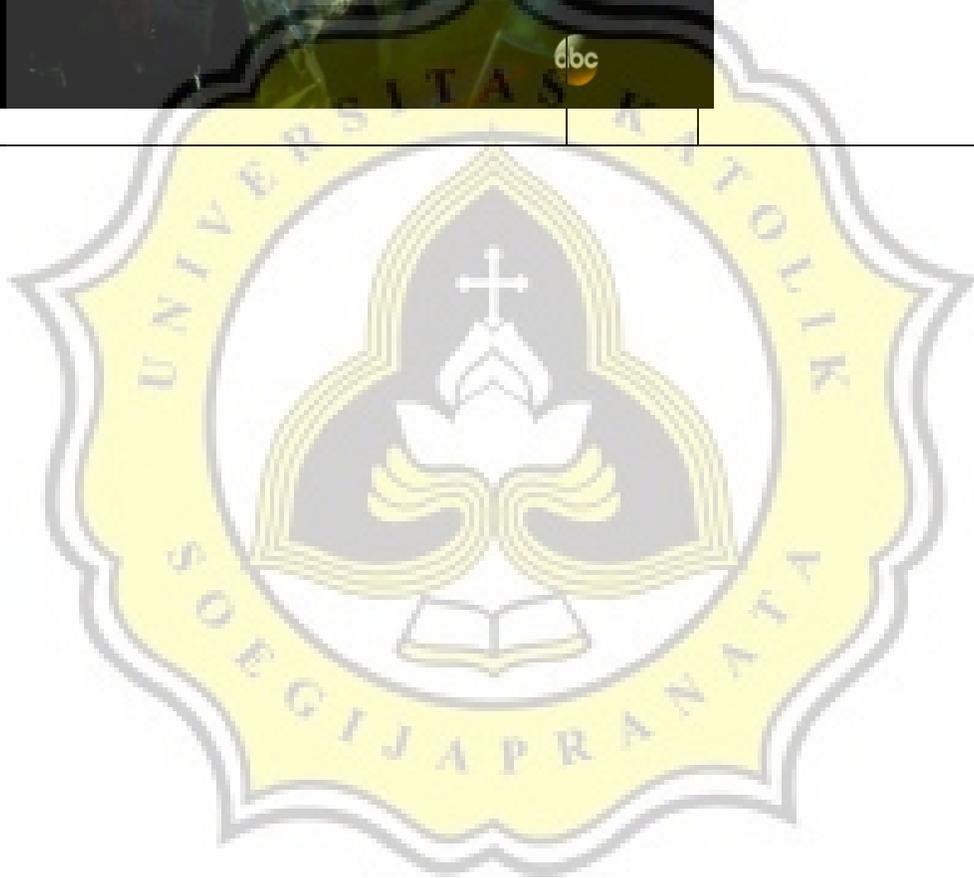
13.		1	Peggy shows her femininity side, wears makeup, lipstick and colours her hair into blonde.
14.		2	Peggy sits so confidently.
15.		5	Peggy has power over man.

16.		2	Peggy shows her bravery to the man who works for Leviathan, a Russian organization.
17.		5	Peggy shows her sexy side.
18.		4	Peggy joins an office meeting before goes to Russia.

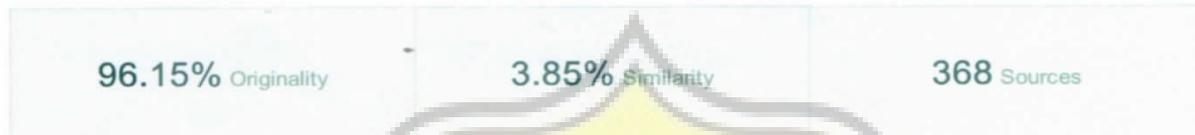
19.



Peggy joins the staffs to go
to Russia.



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