

**TITLE:** Gender Regime: Beyonce and Femininity

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The gender regime or the customs that structure gender roles requires hyper-femininity of female entertainers. International pop star Beyonce Knowles, is the epitome of femininity in the music industry. Her music reinforces female gender norms by reflecting the dominant ideologies of Western culture. Some of these ideologies include expectations that place an emphasis on the importance of family, sexuality and female independence in the media, work and being the “full package.” I will begin by conducting an analysis of how Beyonce’s latest music perpetuates societal expectations of women, and subsequently explore whether Beyonce’s subordination to these standards properly constitutes a feminist, or can lead her to call herself such.