

Artist Statement
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How You Like It is a video installation displaying the way women are portrayed in society. It is about how the media, specifically television, depicts women in a way that leads the Western society to place an objective view upon them. Whether it is the media that portrays society or the society that is influenced by the media, it definitely encourages this devaluing view.

The video contains clips found in one indiscriminately selected season of ten randomly selected North American television shows. These shows are broadcasted to millions of people across both Canada and the United States. North Americans have become so accustomed to viewing these images it is not out of the ordinary for them. The suggestive scenes are so integrated into their daily lives that North Americans expect to see them and would think that it is unusual when they are not shown on television. Most often, there will be at one scene featuring a female figure that will attract the audience purely with her physicality. It is shocking to acknowledge the large amount of scenes that are found in only one season from ten television shows.

The media and sexuality have been intertwined ever since the invention of the camera. In the book, *Woman, Art, and Society*, Whitney Chadwick writes, “The camera assumes the controlling position of the male spectator in order to produce voyeuristic pleasure for the male-positioned viewer presented with the fetishism of women as spectacle. Women, on the other hand can only either be narcissistically fascinated with

the spectacle, or assume a complicated and conflicted cross-identification with the camera". *How You Like It* demonstrates the reality of provocative scenes from television shows. Women may think the clips are beneficial towards their identity as a female figure when in fact they are simply taken as entertainment for an audience. It is simply for an audience to enjoy and fantasize about at that moment. No matter what role they play in a show, once they are recognized by the audience as an erotic figure, their original assigned role disappears as they take on the new one.

What happens when a woman is solely seen for her attractive physicality? She becomes a joke.