

REFERENCES

- [1] *5 Lipstick Looks & A Valentine's Day DIY!* YouTube. Michelle Phan, 13 Feb. 2015. Web. 2 Apr. 2016.
<https://www.youtube.com/watch?v=3_VIWu5Tbz0>.
- [2] *5 Ways to PLUMP Your LIPS.* YouTube. Michelle Phan, 26 July 2014. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=vzNacY3skjQ>>.
- [3] *90's Nostalgia - Beauty Style Guide.* YouTube. Michelle Phan, 5 June 2015. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=8Bqyh-OssFE>>.
- [4] ✧ *Fantasy Looks // The Magician High Priestess.* YouTube. Michelle Phan, 21 July 2015. Web. 2 Apr. 2016.
<<https://www.youtube.com/watch?v=lgiZcvRK5zk>>.
- [5] ☾ *Lunar New Year Beauty.* YouTube. Michelle Phan, 19 Feb. 2015. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=bDciknUOA7w>>.
- [6] 🎵 *Music Festival Looks: Zodiac Sirens ☾.* YouTube. Michelle Phan, 6 Apr. 2015. Web. 2 Apr. 2016.
<<https://www.youtube.com/watch?v=pY4mcFY6j50>>.
- [7] ✧ *PSYCHEDELIC DREAMS* ✧. YouTube. Michelle Phan, 16 Nov. 2015. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=Sr0wZi5b2Zs>>.
- [8] *Angelina Jolie Make-up Transformation .2011 .Online Video Clip .* YouTubeWeb .19 May 2014 .
<<http://www.youtube.com/watch?v=gsqahGY121w>>.
- [9] *Ariana Grande Hair, Makeup, & Outfit! (Celeb Style).* YouTube. Bethany Mota, 5 June 2013. Web. 1 Apr. 2016.
<https://www.youtube.com/watch?v=v9C5A6_Ln9M>.
- [10] *Autumn/Fall Makeup | Gold Eyes & Berry Lips | Zoella.* YouTube. Zoella, 21 Sept. 2014. Web. 1 Apr. 2016.
<https://www.youtube.com/watch?v=_HE49H14E-0&hd=1>.

- [11] *BEAUTY BASIC : BROWS*. *YouTube*. Michelle Phan, 29 Aug. 2014. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=LsxCYQmlU2E>>.
- [12] *BREAKFAST AT ZOMBIE'S*. *YouTube*. Michelle Phan, 11 Oct. 2014. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=JkbKehELBJ8>>.
- [13] *Color Explosion : Party Makeup*. *YouTube*. Michelle Phan, 23 Mar. 2014. Web. 2 Apr. 2016. <https://www.youtube.com/watch?v=QtKc_ZSGPOQ>.
- [14] *Drugstore Valentines Makeup Tutorial | Zoella*. *YouTube*. Zoella, 8 Feb. 2015. Web. 1 Apr. 2016. <<https://www.youtube.com/watch?v=2gejL03izgc>>.
- [15] *Fall Makeup*. *YouTube*. CutiePieMarZia, 10 Oct. 2015. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=YbQK4ywQzdA>>.
- [16] *Fourth of July Outfit Ideas!!!* *YouTube*. Bethany Mota, 20 June 2014. Web. 1 Apr. 2016. <<https://www.youtube.com/watch?v=Xtco4IYMnw8>>.
- [17] *Getting Prom Ready: Makeup, Hair, My dress!* *YouTube*. Bethany Mota, 16 Apr. 2013. Web. 1 Apr. 2016. <<https://www.youtube.com/watch?v=OuQSIpeF3zQ>>.
- [18] *Get Ready With Me - Festival Edition | Zoella*. *YouTube*. Zoella, 3 Aug. 2014. Web. 1 Apr. 2016. <<https://www.youtube.com/watch?v=oozTOMVw0Mk&t=247s>>.
- [19] *Graduation Beauty Tips My Speech!* *YouTube*. Michelle Phan, 10 May 2014. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=OXq-ROHASrE>>.
- [20] *Grunge Beauty*. *YouTube*. Michelle Phan, 21 Sept. 2014. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=uavunfbTiFQ>>.
- [21] *Love Me For Me*. *YouTube*. Michelle Phan, 9 Feb. 2014. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=hVSGzSo8GyQ>>.
- [22] *My Date Makeup*. *YouTube*. CutiePieMarZia, 11 Feb. 2015. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=3Hgyobh7N5Y>>.
- [23] *My Everyday Makeup Routine | Zoella*. *YouTube*. Zoella, 23 June 2013. Web. 1 Apr. 2016. <<https://www.youtube.com/watch?v=CrOAVLICvhw>>.

- [24] *Sailor Moon: Kōan* ✧ *Black Moon Clan Collab*. YouTube. Michelle Phan, 2 Oct. 2015. Web. 2 Apr. 2016. <<https://www.youtube.com/watch?v=XGv-M1r2etY>>.
- [25] "Bethany Mota". *Wikipedia, The Free Encyclopedia*. Wikipedia, The Free Encyclopedia, 24 Oct .2016 .Web .24 Oct .2016 .
- [26] "Marzia". *Wikipedia, The Free Encyclopedia*. Wikipedia, The Free Encyclopedia, 17 Oct .2016 .Web .26 Oct .2016 .
- [27] "Michelle Phan". *Wikipedia, The Free Encyclopedia*. Wikipedia, The Free Encyclopedia, 16 Sept .2016 .Web .26 Oct .2016 .
- [28] "Statistics". YouTube 2013. Web .20 September 2013.
- [29] "Top 50 Most Popular Beauty Gurus on YouTube with the Most Subscribers". Rhonda .N.p., 14 Jun 2013 .Web .19 May .2014 . <<http://rhondasbeautygurureviews.blogspot.com/2013/06/top-50-beauty-gurus-on-youtube-with.html>>.
- [30] "Zoella". *Wikipedia, The Free Encyclopedia*. Wikipedia, The Free Encyclopedia, 23 Oct .2016 .Web .26 Oct .2016 .
- [31] Baumgardner, Jennifer, and Amy Richards. *Manifesta :Young Women, Feminism, and the Future* .New York :Farrar, Straus and Giroux, 2010 . Print.
- [32] "Blogging". Meredith Foster Biography Wiki Birthday Height, Weight Age Date of Birth Biodata Family Info..|". *WholeCelebWiki* .N.p., 20 Mar .2016 . Web .26 Oct .2016 .
- [33] Bordwell, David, and Kristin Thompson .*Film Art :An Introduction* .sixth ed .New York :McGraw-Hill, 2001 .Print.
- [34] Brown, Blain .*Cinematography :Theory and Practice :Image Making for Cinematographers and Directors* .second ed .Oxford :Elsevier, 2012 .Print.
- [35] Butler, Andrew M .*Film Studies* .Vermont :Pocket Essentials, 2005 .Print.
- [36] Candy , Dulce .Fall Makeup Tutorial -Playing With Jewel Tones .2013 . Online Video Clip .YouTubeWeb .19 May 2014 . <<http://www.youtube.com/watch?v=en4jlaanbX0>>.

- [37] Candy , Dulce .Playful Spring Makeup Tutorial .2014 .Online Video Clip . YouTubeWeb .19 May 2014 .
<http://www.youtube.com/watch?v=7B5_TP3MM2Y>.
- [38] Candy , Dulce .Rocker Chic Makeup Tutorial .2012 .Online Video Clip . YouTubeWeb .19 May 2014 .
<<http://www.youtube.com/watch?v=EEom0JMP34M>>.
- [39] Candy , Dulce .Updated Everyday Look -Glam Version .2014 .Online Video Clip .YouTubeWeb .19 May 2014 .
<<http://www.youtube.com/watch?v=6JelyryJs-U>>.
- [40] Candy , Dulce .Valentine's Day Makeup Tutorial .2014 .Online Video Clip . YouTubeWeb .19 May 2014 .
<<http://www.youtube.com/watch?v=Uey3MDNfoHM>>.
- [41] Castells, Manuel .The Power of Identity .2nd ed .Singapore :Wiley-Blackwell, 2010 .Print.
- [42] Chen, Gina Masullo" .Why Do Women Write Personal Blogs? Satisfying Needs for Self-Disclosure and Affiliation Tell Part of the Story ".Computers in Human Behavior 28)2012 :(171-80 .Print.
- [43] Conrad, Lettie" .Third Wave Feminism :A Case Study of Bust Magazine ". California State University, 2001 .Print.
- [44] Cowman, Krista, and Louise A .Jackson".Time".*A Concise Companion to Feminist Theory* .Ed .Eagleton, Mary .Cornwall :Blackwell Publishing, 2003 .32-52 .Print.
- [45] Dick, Bernard F .*Anatomy of Film* .6 ed .New York :St .Martin's Press, 2009 .Print.
- [46] Dicker, Rory Cooke, and Alison Piepmeier, eds .*Catching a Wave : Reclaiming Feminism for 21st Century* .Pennsylvania :Northeastern University Press, 2003 .Print.
- [47] Fedorak, Shirley .*Pop Culture :The Culture of Everyday Life* .Toronto :The University of Toronto Press, 2009 .Print.
- [48] Ford, Linda" .Alice Paul and the Politics of Nonviolent Protest".*Votes for Women :The Struggle for Suffrage Revisited* .Ed .Baker, Jean H .New York : Oxford University Press, 2002 .174-88 .Print.

- [49] Freedman, B. Estelle. *No Turning Back :The History of Feminism and the Future of Women*. New York :Ballantine Books, 2002 .Print.
- [50] Freedman, June. *Feminism*. St Edmunds :Open University Press, 2001 . Print.
- [51] Garrison, KaehEdnie". U.S. Feminism-Grrrl Style !Youth)Sub(Cultures and the Technologics of the Third Wave". *Feminist Studies* 26.1)2000 :(141-70 . Print.
- [52] Gauntlett, David. *Media, Gender and Identity :An Introduction* .Vol .2 .New York :Routledge, 2008 .Print.
- [53] Gilley, Jennifer". Writings of the Third Wave :Young Feminists in Conversation "The Alert Collector 44.3)2005 :(187-98 .Print.
- [54] Gillis, Stacy, and Rebecca Munford". Harvesting Our Strengths :Third Wave Feminism and Women's Studies " *Journal of International Women's Studies* 4.2)2003 :(1-6 .Print.
- [55] Goldman, Robert. Reading Ads Socially .London :Routledge, 1992 .Print.
- [56] Grossberg, Lawrence, et al. *Mediamaking :Mass Media in a Popular Culture* .California :Sage Publications, 2006 .Print.
- [57] Hannam, June. *Feminism* .Edinburgh :Pearson Education Limited, 2007 . Print.
- [58] Hollows, Joanne. *Feminism, Femininity and Popular Culture* .Glasgow : Manchester University Press, 2000 .Print.
- [59] Keats, Emily S". Exploring Haul Videos on Youtube :A Collective Case Study Approach ". Colorado State University, 2012 .Print.
- [60] Kellner, Douglas. *Media Culture :Cultural Studies, Identity and Politics between the Modern and the Postmodern* .New York :Routledge, 2003 . Print.
- [61] Krolokke, Charlotte, and Sorensen Scott Anne. *Gender Communication Theories and Analyses :From Silence to Performance* .California :Sage Publications, 2006 .Print.
- [62] Lövheim, Mia". Personal and Popular :The Case of Young Swedish Female Top-Bloggers ". *Nordicom Review* 32.1)2011 :(3-16 .Print.

- [63] Mamer, Bruce .Film Production Technique :Creating the Accomplished Image .fifth ed .California :Wadsworth, 2009 .Print.
- [64] Mane, Rebecca" .Using Female Empowerment as a Cover Story for Whiteness and Racial Hierarchy in Pop Culture :Interrogating the Intersections of Racial Appropriation and Feminist Discourse in the Performances of Fergie, Gwen Stefani, and Lady Gaga".University of Washington, 2012 .Print.
- [65] McDougall, Andrew" .YouTube the New Social Target for Big Beauty Brands".Cosmeticsdesign.N.p., 07 Jan 2013 .Web .30 Nov 2013 .
<<http://www.cosmeticsdesign.com/Market-Trends/YouTube-the-new-social-target-for-big-beauty-brands>>.
- [66] Molyneaux, Heather, et al" .Exploring the Gender Divide on Youtube :An Analysis of the Creation and Reception of Vlogs".*American Communication Journal* 10.2)2008 :(1-14 .Print.
- [67] Munford, Rebecca" .Wake up and Smell the Lipgloss :Gender, Generation and the)a(Politics of Girl Power".*Third Wave Feminism :A Critical Exploration* .Eds .Gillis, Stacy, Gillian Howie and Munford Rebecca .New York :Palgrave Macmillan, 2004 .142-53 .Print.
- [68] Murray, Dara Persis" .The Power of Beauty Gurus :Expertise..and Empowerment? ".Girl w/Pen .The Society Pages, 08 Oct 2013 .Web .30 Nov 2013 .<<http://thesocietypages.org/girlwpen/2013/10/08/the-power-of-beauty-gurus-expertise-and-empowerment/>>.
- [69] Nelmes, Jill .Introduction to Film Studies.fifth ed .New York :Routledge, 2012 .Print.
- [70] Peiss, Kathy. "Making Faces: The Cosmetics Industry and the Cultural Construction of Gender, 1890-1930." *Gender*, vol. 7, 1990, pp. 372–394.
- [71] Rahman, Khairiah A" .In Search of the Face to Launch a Thousand Ships : Changing Tides in Cultural Images of Beauty ".*International Journal of the Image* .2.3)2012 :(153-165 .Print.
- [72] Rose, Gillian .*Visual Methodologies :An Introduction to the Interpretation of Visual Materials* .London :Sage Publications, 2001 .Print.

- [73] Sarkar, Sumita" .Media and Women Image :A Feminist Discourse ".Journal of Media and Communication Studies .6.3)2014 :(48-58 .Print.
- [74] Shugart, Helene A., Egle Catherine Waggoner, and O'Brien D .Lynn Hallstein" .Mediating Third-Wave Feminism :Appropriation as Postmodern Media Practice "*Critical Studies in Media Communication* 18.2)2001 :(194-210 Print.
- [75] Snyder, Claire R" .What Is Third-Wave Feminism? A New Directions Essay".*Signs*34.1)2008 :(175-96 .Print.
- [76] Sowards, Stacey K., and Valerie R .Renegar".The Rhetorical Functions of Consciousness-Raising in Third Wave Feminism".*Communication Studies* 55.4)2009 :(535-52 .Print.
- [77] Spencer, Jane" .Introduction :Geneologies".*Third Wave Feminism :A Critical Exploration* .Eds .Gillis, Stacy, Gillian Howie and Rebecca Munford .New York :Palgrave Macmillan, 2004 .9-12 .Print.
- [78] Stange, Mary Zeiss, Carol K .Oyster, and Jane E .Sloan, eds .*Encyclopedia of Women in Today's World*. California :SAGE Publications, 2011 .Print.
- [79] Strinati, Dominic .*An Introduction to Theories of Popular Culture* .New York :Routledge, 2004 .Print.
- [80] Taft, Jessica K" ..Girl Power Politics :Pop-Culture Barriers and Organizational Resistance ".Trans .Array All About the Girl :Power, Culture, and Identity .New York :Routledge, 2004 .69-78 .Print.
- [81] Tsatsou, Panayiota" .Gender and Sexuality in the Internet Era ".*The Handbook of Gender, Sex, and Media*) 2012 :(516-34 .Print .
- [82] Villarego, Amy .*Film Studies :The Basics* .New York :Routledge, 2007 . Print.
- [83] Weedon, Chris" .Subjects".*A Concise Companion to Feminist Theory* .Ed . Eagleton, Mary .Cornwall :Blackwell Publishing, 2007 .111-32 .Print.
- [84] Zaslow, Emilie .*Feminism, Inc :.Coming of Age in Girl Power Media Culture* .New York :Palgrave Macmillan, 2009 .Print.