

The music video for Selena Gomez & the Scene's 2011 pop song "Who Says" and the song itself were undoubtedly meant to inspire and empower people, especially young women. Unlike the band's previous works, which were generally more dance-oriented, this song has a more acoustic-sound, inspirational lyrics, and an overall uplifting and straightforward message about embracing oneself. Gomez has stated during "On Air With Ryan Seacrest" that the song is a positive message for her fans as well as one to the "haters" who have criticized her and tried to bring her down many times. However, despite her best efforts to encourage fans, Gomez's video shows the disconnect that often remains between some female celebrities and their well-meaning messages, as the way she is depicted in the video is somewhat post-feministic and does not support her case about being happy with oneself, particularly the way one looks.

On a literal level, the former Disney star does present a light, happy tune about loving oneself. In the very first line of the song and the first shot of the video, we see a fully made-up Gomez singing, "I wouldn't wanna be anybody else." From there, we see the singer walking around the streets of a city singing lyrics about feeling insecure and judged by someone who she presumes feels the same way and who probably also has things he/she would like to change about him/herself. She goes on to sing encouraging lyrics to herself, "I'm no beauty queen/ I'm just beautiful me," and challenge the haters who have ever told anyone that he/she is not "perfect," "worth it," or "beautiful." About two-thirds into the video, Gomez pulls her hair out of its half up-do, changes out of her fancy dress into shorts and a tank top, and removes her makeup and jewelry. She then joins her band and mostly female fans on a beach to sing the rest of the song.

While the message may be obviously presented, from the very first line and shot of the video, there is a gap formed between Gomez and the average person who has never been named number two on Maxim's "Hot 100" list. The image of Gomez all made-up, as though she is about to walk onto a red carpet for an awards show, singing that she wouldn't want to be anyone else is hardly relatable for the majority of her fans. She is a celebrity who is considered very good-looking, or "beautiful," so it is easy for any viewer to say just that—that it is easy for her to say all of what she is proclaiming in this song. In addition, Gomez remains in full celebrity-mode until the last third of the video, when she dresses down, meaning that for the majority of the video, she is made to look "beautiful," sort of negating the supposed big shift at the end. Then, when Gomez pulls her hair down, she is left with her signature long, voluminous, perfectly waved brown locks, and when she removes her makeup, she does not look much different from the rest of the video. The look she is left with by the end is intended to be relatable to the fans—a normal, not-made-up girl who is comfortable in her own skin—yet even this image fails to achieve that, for she does not look very different from her celebrity self and also still appeals to a sort of underlying male gaze. She "transforms" from being the unattainable celebrity to the girl-next-door, who has a "perfect" body shown off in jean shorts and a tank top.

Gomez's consistent "beauty" throughout the video and subsequent un-relatable lyrics make this attempt to encourage fans unintentionally fall into the category of post-feminism due to the contradictions between the message and what is being presented. Fans who are not as "beautiful," or known to be as such by the masses anyway, will not necessarily relate to the always camera-ready celebrity who is telling them to feel that way. Gomez remains in the male gaze—thin and "perfect-looking" with or without makeup. Perhaps it would not be possible for

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Spring 2015: Media and Popular Culture
Text Analysis 1: Who Says I Am Perfect

the majority of celebrities to bridge that gap in being relatable to their fans due to the general standard and expected level of “beauty” that exists in the entertainment industry or for anyone being looked at by this public eye.