

## “A Girl – Now a Woman”

By: Cristina Ciddio

Grade 12

When your comeback fails, tabloids murder your name and the industry can't seem to understand what happened to you, what would you do next? It's been over a year since the disastrous MTV performance that Brittany Spears totally bombed and this time around will she really get it right?

Britney Spears sixth studio album called “Circus” is expected to be released December 2, 2008, just in time for the holidays. This past September, the single “Womanizer” was released causing a stir of buzz surrounding Brittany's return to a hyper sexual image of herself – along with a refreshing musical confidence that has not been heard since her sophomore album in the summer of 2000.

The video for “Womanizer” directed by Joseph Kahn depicts Britney in three different characters. She plays the sweet caring, yet sexualized housewife, the office vixen and the fiery rocker waitress. Britney Spears, undoubtedly the Madonna her time – and ours - can definitely reinvent herself with renewed energy, thus causing a lack of audience boredom from every existing.

The video turning to be quite entertaining actually changed my views on the entire Britney come back since the horrible “Gimmie More” video. Today, most music videos follow the same concepts and the “Womanizer” video actually portrays a storyline that is true to the songs lyrics and to Britney Spears' soap opera lifestyle – and importantly her status as a sexual icon. The strong woman portrayed within all three Britney characters shows her real life transformation from being a wife, a business woman and a sex symbol. Despite all the negativity that has surrounded Britney thorough many of her paparazzi scandals, her forty-eight hour marriage and her bitter divorce with Kevin Federline, she still manages to withhold her strong female intuition and continues to take control of her own life despite what the media feeds to the public.

Although some scenes in the video may be controversial, the depiction of sexuality brings forth an interesting argument surrounding the primitive core of feminism. The video projects sexuality as being an asset to a woman and that all women being equal have the abilities to go through great lengths by sustaining their integrity and dignity. Thus, with this in mind, and Brittany sexuality captured within the lens, her comeback is not just about music but rather her presence as a woman in control.

It definitely looks like Brittany has done it again!

