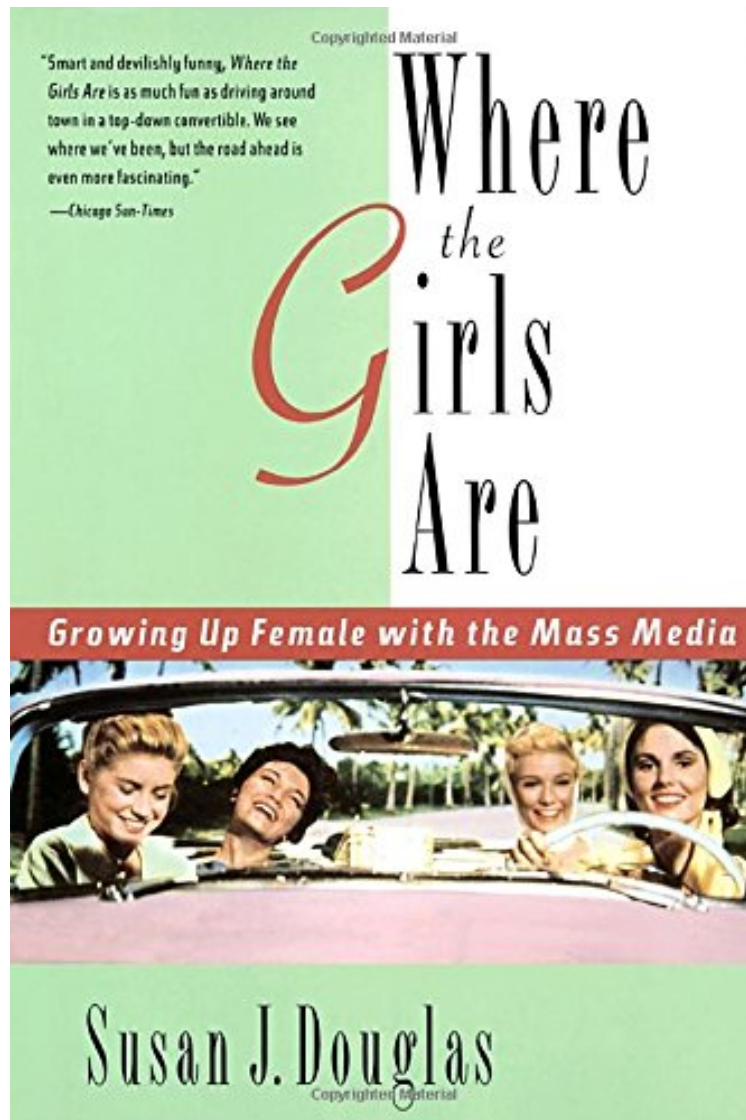


Where the Girls Are: Growing Up Female with the Mass Media

Susan J. Douglas

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Susan J. Douglas : Where the Girls Are: Growing Up Female with the Mass Media before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Where the Girls Are: Growing Up Female with the Mass Media*:

1 of 1 people found the following review helpful. Loved it!! By Lyn Kuser I really loved reading this book. It made me laugh so hard as I am a female, mom, wife born in the 1950s so everything she shares about being a female of these times was right on. I had an angry mother with too many children, too much work, a macho husband and not enough money and swore that I would never be like her. Lo and behold, I ended up more like her than I wanted to

admit so while analyzing my own faults, this book was recommended to me. Yeah!! It made me lighten up on myself while understanding a media message that was and is larger than all of us women together. I see an environment where they pitted us woman against each other and still do. Maybe they are afraid of us being united without the hairy legs of the 70's. (Bad joke) This book was funny, engaging and a must read especially if you are from the 50's or 60's. It works for 70's and 80's too I am sure but this has a very powerful message delivered with humor. Thank God. I always joke about the "Sleeping Beauty" song, "Some Day My Prince Will Come" not really understanding the power those songs and movies had on me as a child. Highly recommend! 0 of 0 people found the following review helpful. Meh...By Miss Penny Snatcher I bought this book to follow up reading *The Rise of Enlightened Sexism*, which I absolutely enjoyed. So far, I haven't been able to get past the first few pages without passing out. I'm not hooked. I'd like to change my opinion once I get through it. 1 of 1 people found the following review helpful. This book pulled it all together By Nature Lady I loved this book as it pulled my experience of growing up--the music, the TV shows--through the 50's and 60's and how the media shaped up and how we shaped the media to demand the changes to culture that were necessary (the women's movement). There is a follow-up book that continues the stories from the 90's to the 2000's called *Enlightened Sexism*. I'm looking forward to finishing it as something happened to halt our progress. But I did learn from the first book that that's the way it goes. There is a constant push-pull and getting the perspective looking back that you just can't while you're in it was so informative.

Media critic Douglas deconstructs the ambiguous messages sent to American women via TV programs, popular music, advertising, and nightly news reporting over the last 40 years, and fathoms their influence on her own life and the lives of her contemporaries. Photos.

.com An insightful, witty, and well-written analysis of the effects of mass-media on women in late 20th-century American culture. Douglas cuts through the fluff that spews from the tube with a finely-honed sense of the absurd that can forever change (or minimally, inform) how you perceive the changing portrayals of women by the media. The only book I know of that has been given highest recommendations by Gloria Steinem, The McLaughlin Group, and .com. From Publishers Weekly In this insightful study of how the American media has portrayed women over the past 50 years, Douglas (*Inventing American Broadcasting: 1899-1922*) considers the paradox of a generation of women raised to see themselves as bimbos becoming the very group that found its voice in feminism. Modern American women, she suggests, have been fed so many conflicting images of their desires, aspirations and relationships with men, families and one another that they are veritable cultural schizophrenics, uncertain of what they want and what society expects of them. A single image--Diana Ross of the Supremes, for example, or Gidget from the popular sitcom--can send mixed signals, Douglas shows, at once affirming a woman's right to a voice and cautioning her not to go too far. Thus the media is often both a liberating and an oppressive force. Douglas is particularly attentive to the ways pop culture's messages have responded to shifting social and economic imperatives, including the feminist movement itself. While she asserts that pop culture can have a profound impact on one's self-perceptions, she also stresses that women, by the example of their own lives, have changed--mostly for the better--the way the media represents them. Author tour. Copyright 1994 Reed Business Information, Inc. From Library Journal In the current reconsideration of the popular culture of the baby boomers, the cultural contribution of men is emphasized. The neglect of the cultural history of women from the 1950s, 1960s, and 1970s worries critic Douglas. In an engaging personal tour through the landscape of television, popular music, new media, and advertising, she retrieves that history while exploring the mixed messages the media delivered to women. She claims that popular girl singing groups like the Shirelles offered new possibilities for female assertiveness, while the television show *Bewitched* portrayed a woman using magic to escape dull domestic chores. Emphasizing complexity, she relates the ambivalent treatment of women in popular culture to the evolution of the women's liberation movement. Douglas, a professor of media studies at Hampshire College and author of *Inventing American Broadcasting: 1899-1922* (LJ 11/1/87), translates intricate academic ideas into witty and accessible prose. This entertaining book fills a gap in cultural history and belongs in public and academic libraries. Judy Solberg, Univ. of Maryland Libs., College Park Copyright 1994 Reed Business Information, Inc.