



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

By Susan J. Douglas

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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.

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Editorial Review

Amazon.com Review

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 Amazon.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.

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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

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Users Review

From reader reviews:

Robert Frye:

Have you spare time to get a day? What do you do when you have a lot more or little spare time? That's why,

you can choose the suitable activity to get spend your time. Any person spent their own spare time to take a walk, shopping, or went to the actual Mall. How about open or perhaps read a book titled Where the Girls Are: Growing Up Female with the Mass Media? Maybe it is to be best activity for you. You understand beside you can spend your time together with your favorite's book, you can smarter than before. Do you agree with the opinion or you have additional opinion?

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Judy Sigmund:

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Hugo Carter:

With this era which is the greater individual or who has ability to do something more are more important than other. Do you want to become one among it? It is just simple way to have that. What you need to do is just spending your time almost no but quite enough to enjoy a look at some books. One of several books in the top listing in your reading list is actually Where the Girls Are: Growing Up Female with the Mass Media. This book that is certainly qualified as The Hungry Inclines can get you closer in becoming precious person. By looking up and review this guide you can get many advantages.

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