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MANIPULATING IMAGES; Acknowledgments; Introduction; Chapter 1; Chapter 2; Chapter 3; Chapter 4; Chapter 5; Chapter 6; Chapter 7; Bibliography; Index; About the Author

Sommario/riassunto

Manipulating Images: World War II Mobilization of Women through Magazine Advertising explores gendered and class-based representations of American women in women's magazine advertisements published during the period surrounding the Second World War. Focusing on the interrelationships among political, economic, and social forces in the construction of prevailing cultural images and gender roles for women in society, the book examines both the process of creating and the resulting content of wartime mobilization messages found in magazine advertising aimed at American women. The unique circumsta