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Titolo	Between sacrifice and desire [[electronic resource]] : national identity and the governing of femininity in Vietnam // Ashley Pettus
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Nota di bibliografia	Includes bibliographical references (p. 231-238) and index.
Nota di contenuto	BETWEEN SACRIFICE AND DESIRE National Identity and the Governing of Femininity in Vietnam; Copyright; Contents; Acknowledgments; List of Abbreviations; Introduction Nationalism, Women and Modernity in Vietnam; Part One: Media and Governmentality; 1. Defining the "New Vietnamese Woman": National Femininity and the Struggle for Socialist Modernity; 2. Building Civility through Happy Families: The Women's Union in a New Era; 3. Governmental Entertainment: The Popular Press and the Policing of Femininity; Part Two: Mediated Subjects and Identity Struggle; Preface to Part Two 4. On the Uncivil Margins: Feminine Tradition and Economic Aspiration in Phuong Lien 5. Market Morality: Negotiating Merchant Identities in Hoan Kiem; Conclusion; Notes; References and Bibliography; Index
Sommario/riassunto	This title explores the role of women in the politics of national identity in Vietnam. Drawing on diverse primary resources--including state news media, government contests, tabloid journalism, and extensive interviews--the author examines the intimate connection between notions of Vietnamese femininity and the cultural quandaries of

modernity in post-colonial Vietnam. The book covers the socialist and market reform periods (from the 1950s through the 1990s) and examines women's central place--as both symbols and disciplined subjects--in Vietnam's socialist modernization and ongoing capitalist
