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Review; Method; Findings; Implications; Appendix A: Biographical Information of Informants; References
Chapter 5. Is the Selectivity Hypothesis Still Relevant? A Review of Gendered Persuasion and Processing of Advertising Messages
Introduction; Sex and Gender: Are They the Same?; The Selectivity Hypothesis Model; Limitations and Future Research; References; Chapter 6. Gender and Media Literacy: Women and Men Try On Responses to Objectification in Fashion Advertising; Introduction; Review of the Literature; Method; Findings and Discussion; Conclusions; References; Section III: Gender, Culture, and the Market; Chapter 7. Viewing Gender as a Value-Creative Resource; Introduction; Background
Employing Gender Capital in Value Cocreation Practices
Discussion; Summary; References; Chapter 8. Lived Consumer Bodies: Narcissism, Bodily Discourse, and Women's Pursuit of the Body Beautiful; Introduction; Narcissism and Self; Academic Perspectives on the Body; Gym Bodies-The Study; Findings; Discussion; Concluding Comments; References; Chapter 9. Escalated Expectations and Expanded Gender Roles: Women's Gift-Giving Rituals for and Resistance to Valentine's Day Events; Introduction; Contextual and Conceptual Foundations; Methods; Findings; Contributions to Theory; Discussion; Note
References
Section IV: Masculine Discourses; Chapter 10. Masculinity and Fashion; Introduction; Literature Review: A Brief Introduction to Men's Fashion; Empirical Case: Speaking of Socks; Method; Discussion; Notes; References; Chapter 11. The Rise of (Soushokukei Danshi) Masculinity and Consumption in Contemporary Japan; Introduction; Soushokukei Danshi Consumption Practices; Scholarly Importance of Soushokukei Danshi; Methodology; Findings; Discussion; Conclusion and Limitations; References; Chapter 12. Masculinity, Intimacy, and Consumption; Introduction; Gender and the Male-Female Couple Intimacy

Sommario/riassunto

"When considering how we should introduce this volume, we reflected on our own lives as women who both grew up in America, but whose heritages are distinct. We are both daughters of male liberal arts professors who provided most of the family income, while our mothers focused on child-rearing and community activities, as well as by-choice educational pursuits and forays into the working world. Linda is a first-generation American whose parents emigrated to the U.S. in 1970. Cele's ancestors were early U.S. settlers whose families relied on hard work and the G.I. Bill to fend off blows dealt by the Depression. We decided to offer examples of how gender, culture and consumption intersect in memories that demonstrate the dramatic and dynamic changes in these three areas over our lifetimes"--
