

1. Record Nr.	UNINA9910783814103321
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Titolo	Nursing the image : media, culture and professional identity // Julia Hallam
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2000
ISBN	1-134-66825-2 0-203-13602-0 1-134-66826-0 1-280-01865-8 0-203-17115-2 9786610018659
Descrizione fisica	1 online resource (253 p.)
Disciplina	610.7301
Soggetti	Nurses Stereotyping Prejudice Social Perception Feminism United Kingdom
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 202-230) and index.
Nota di contenuto	Cover; Nursing the images: Media, culture and professional identity; Copyright; Contents; Acknowledgements; List of illustrations; Illustration acknowledgements; Introduction: (Auto)biography, research and feminist cultural studies; 1. Images, identities and selves; Images: nursing and femininity; Identities: nurses and their professional image; Selves: personal conceptions of professional identity; 2. The popular imagination; Reification and recruitment: images in post-war Britain; Irreverence and romance: the 1950's and 1960's; Fascination and aspiration: the romantic ideal Soap, sex and satire: the late 1960's and early 1970's 3. The professional imagination; A divided identity; Class divisions: job or profession?; Gender divisions: men enter the picture; Racial divisions:

visible differences; Image and identity: Briggs and the image of nursing;
4. The personal imagination; Self-image and uniform identities;
Knowing your place: hierarchy, status and the self; Out of place: re-
location, racism and the 'other'; The 'proper nurse': self as image,
image as self; 5. The contemporary imagination; Recruitment in crisis;
Romance in crisis
Equal opportunities in crisis: medical drama Carry on caring; Notes;
References and bibliography; Index

Sommario/riassunto

Ideas of 'nursing' and 'nurses' carry a powerful social charge. The image of the nurse continues to be a symbol of caring and of duty at the same time as it projects a view of femininity, 'stereotypical' in its gender relations. How has this image come to be constructed? An empirical investigation of representations of nursing practices in Britain focusing on publicity and promotional materials and their relationship to popular fictional narratives reveals a strong correlation between what are usually described as discrete forms of signification. Recruitment images, provide an
