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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
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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
