

1. Record Nr.	UNINA9910965269803321
Autore	Gardner Christine J.
Titolo	Making Chastity Sexy : The Rhetoric of Evangelical Abstinence Campaigns // Christine J. Gardner
Pubbl/distr/stampa	Berkeley, CA : , : University of California Press, , [2011] ©2011
ISBN	9786613278616 9781283278614 1283278618 9780520950559 0520950550
Edizione	[1st ed.]
Descrizione fisica	1 online resource (262 p.)
Disciplina	261.8/35708350973
Soggetti	Sex instruction for teenagers - Religious aspects - Christianity Sex instruction for teenagers -- Religious aspects -- Christianity Sexual abstinence - Religious aspects - Christianity Sexual abstinence -- Religious aspects -- Christianity Sexual abstinence - Study and teaching - United States Sexual abstinence -- Study and teaching -- United States Teenagers - Sexual behavior - United States Teenagers -- Sexual behavior -- United States Sexual abstinence - Christianity - Religious aspects - United States Teenagers - Sexual behavior Gender & Ethnic Studies Social Sciences Gender Studies & Sexuality
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 and index.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Abstinence, AIDS, and Evangelicals: An Introduction -- 1. From Abstinence to Purity: The Changing Tropes of Chastity -- 2. Of Purity Rings and Pop Stars: Using Sex to Sell Abstinence -- 3. "Someday My Prince Will Come": The Fairy-

tale Narrative and Female Power -- 4. Disciplining Sexuality: How American Evangelical Youth Are Committing to Abstinence-and Sticking with It -- 5. The Fractured Fairy Tale: When True Love Doesn't Wait -- 6. Fearing God, Not AIDS: Abstinence in Africa -- 7. The Condom Conflict: Saving Lives or Promoting Promiscuity? -- 8. What's Not So Great about Great Sex -- Appendix: List of Campaign Leaders -- Notes -- Bibliography -- Index

Sommario/riassunto

Even though they are immersed in sex-saturated society, millions of teens are pledging to remain virgins until their wedding night. How are evangelical Christians persuading young people to wait until marriage? Christine J. Gardner looks closely at the language of the chastity movement and discovers a savvy campaign that uses sex to "sell" abstinence. Drawing from interviews with evangelical leaders and teenagers, she examines the strategy to shift from a negative "just say no" approach to a positive one: "just say yes" to great sex within marriage. *Making Chastity Sexy* sheds new light on an abstinence campaign that has successfully recast a traditionally feminist idea-"my body, my choice"-into a powerful message, but one that Gardner suggests may ultimately reduce evangelicalism's transformative power. Focusing on the United States, her study also includes a comparative dimension by examining the export of this evangelical agenda to sub-Saharan Africa.
