



Mass Media and the Shaping of American Feminism, 1963-1975

By Patricia Bradley

[Download now](#)

[Read Online](#) 

Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley

Beginning in 1963 with the publication of Betty Friedan's *The Feminine Mystique* and reaching a high pitch ten years later with the televised mega-event of the "Battle of the Sexes"-the tennis match between Billie Jean King and Bobby Riggs-the mass media were intimately involved with both the distribution and the understanding of the feminist message.

This mass media promotion of the feminist profile, however, proved to be a double-edged sword, according to Patricia Bradley, author of *Mass Media and the Shaping of American Feminism, 1963-1975*. Although millions of women learned about feminism by way of the mass media, detrimental stereotypes emerged overnight. Often the events mounted by feminists to catch the media eye crystallized the negative image. All feminists soon came to be portrayed in the popular culture as "bra burners" and "strident women." Such depictions not only demeaned the achievements of their movement but also limited discussion of feminism to those subjects the media considered worthy, primarily equal pay for equal work.

Bradley's book examines the media traditions that served to curtail understandings of feminism. Journalists, following the craft formulas of their trade, equated feminism with the bizarre and the unusual. Even women journalists could not overcome the rules of "What Makes News." By the time Billie Jean King confronted Bobby Riggs on the tennis court, feminism had become a commodity to be shaped to attract audiences. Finally, in mass media's pursuit of the new, counter-feminist messages came to replace feminism on the news agenda and helped set in place the conservative revolution of the 1980s.

Bradley offers insight into how mass media constructs images and why such images have the kind of ongoing strength that discourages young women of today from calling themselves "feminist." The author also asks how public issues are to be raised when those who ask the questions are negatively defined before the issues can even be discussed.

Mass Media and the Shaping of American Feminism, 1963-1975 examines the

media's role in creating the images of feminism that continue today. And it poses the dilemma of a call for systematic change in a mass media industry that does not have a place for systematic change in its agenda.

 [Download Mass Media and the Shaping of American Feminism, 1 ...pdf](#)

 [Read Online Mass Media and the Shaping of American Feminism, ...pdf](#)

Mass Media and the Shaping of American Feminism, 1963-1975

By Patricia Bradley

Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley

Beginning in 1963 with the publication of Betty Friedan's *The Feminine Mystique* and reaching a high pitch ten years later with the televised mega-event of the "Battle of the Sexes"-the tennis match between Billie Jean King and Bobby Riggs-the mass media were intimately involved with both the distribution and the understanding of the feminist message.

This mass media promotion of the feminist profile, however, proved to be a double-edged sword, according to Patricia Bradley, author of *Mass Media and the Shaping of American Feminism, 1963-1975*. Although millions of women learned about feminism by way of the mass media, detrimental stereotypes emerged overnight. Often the events mounted by feminists to catch the media eye crystalized the negative image. All feminists soon came to be portrayed in the popular culture as "bra burners" and "strident women." Such depictions not only demeaned the achievements of their movement but also limited discussion of feminism to those subjects the media considered worthy, primarily equal pay for equal work.

Bradley's book examines the media traditions that served to curtail understandings of feminism. Journalists, following the craft formulas of their trade, equated feminism with the bizarre and the unusual. Even women journalists could not overcome the rules of "What Makes News." By the time Billie Jean King confronted Bobby Riggs on the tennis court, feminism had become a commodity to be shaped to attract audiences. Finally, in mass media's pursuit of the new, counter-feminist messages came to replace feminism on the news agenda and helped set in place the conservative revolution of the 1980s.

Bradley offers insight into how mass media constructs images and why such images have the kind of ongoing strength that discourages young women of today from calling themselves "feminist." The author also asks how public issues are to be raised when those who ask the questions are negatively defined before the issues can even be discussed.

Mass Media and the Shaping of American Feminism, 1963-1975 examines the media's role in creating the images of feminism that continue today. And it poses the dilemma of a call for systematic change in a mass media industry that does not have a place for systematic change in its agenda.

Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley Bibliography

- Sales Rank: #2194300 in Books
- Brand: Brand: University Press of Mississippi
- Published on: 2004-01-13
- Original language: English
- Number of items: 1
- Dimensions: 9.02" h x .76" w x 5.98" l, 1.22 pounds
- Binding: Paperback

- 342 pages



[Download Mass Media and the Shaping of American Feminism, 1 ...pdf](#)



[Read Online Mass Media and the Shaping of American Feminism, ...pdf](#)

Download and Read Free Online Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley

Editorial Review

Review

“This is an important, original, and smart book that focuses on a topic of considerable significance—the interplay between the media and Second Wave feminism. Professor Bradley shows how adept she is at researching, conceptualizing, and writing at the juncture of women’s history and communications. She has a very strong command of how the world works—the worlds of both communications and social movements.”

?Daniel Horowitz, author of *Betty Friedan and the Making of The Feminist Mystique: The American Left, the Cold War, and Modern Feminism*

From the Publisher

This alarming look at how the media curtailed feminism

---is the first book-length examination of mass media and the second wave of feminism

---is the only book to analyze how media's interactions with feminism were predictable, given the media's business underpinnings

---sheds light on how the process of reporting news helped to establish disparaging, long-lasting images of feminism

From the Inside Flap

An incisive look at how the media curtailed feminism

Users Review

From reader reviews:

Martin Elkins:

Are you kind of active person, only have 10 or even 15 minute in your moment to upgrading your mind expertise or thinking skill also analytical thinking? Then you are having problem with the book compared to can satisfy your short period of time to read it because pretty much everything time you only find guide that need more time to be go through. Mass Media and the Shaping of American Feminism, 1963-1975 can be your answer as it can be read by an individual who have those short time problems.

Darron Hiller:

Many people spending their time period by playing outside along with friends, fun activity together with family or just watching TV the whole day. You can have new activity to enjoy your whole day by studying a book. Ugh, think reading a book can really hard because you have to take the book everywhere? It ok you can have the e-book, having everywhere you want in your Smartphone. Like Mass Media and the Shaping of American Feminism, 1963-1975 which is getting the e-book version. So , try out this book? Let's find.

Larry Turner:

Don't be worry if you are afraid that this book may filled the space in your house, you may have it in e-book approach, more simple and reachable. That Mass Media and the Shaping of American Feminism, 1963-1975 can give you a lot of close friends because by you taking a look at this one book you have matter that they don't and make you actually more like an interesting person. This kind of book can be one of a step for you to get success. This reserve offer you information that maybe your friend doesn't recognize, by knowing more than some other make you to be great persons. So , why hesitate? Let us have Mass Media and the Shaping of American Feminism, 1963-1975.

Lola Behrendt:

What is your hobby? Have you heard this question when you got scholars? We believe that that problem was given by teacher on their students. Many kinds of hobby, Every individual has different hobby. So you know that little person such as reading or as reading become their hobby. You must know that reading is very important and book as to be the issue. Book is important thing to increase you knowledge, except your current teacher or lecturer. You see good news or update about something by book. A substantial number of sorts of books that can you decide to try be your object. One of them is Mass Media and the Shaping of American Feminism, 1963-1975.

**Download and Read Online Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley
#FS1H648CNLX**

Read Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley for online ebook

Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley books to read online.

Online Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley ebook PDF download

Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley Doc

Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley MobiPocket

Mass Media and the Shaping of American Feminism, 1963-1975 By Patricia Bradley EPub