



The Construction of Femininity in 'The Australian Women's Weekly' of 1962, 1982 and 2009

By Annika Onken

GRIN Verlag Nov 2009, 2009. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2009 in the subject American Studies - Culture and Applied Geography, grade: 78% = deutsche 1-2, University of Queensland, course: AUST 6120 Nation & Culture, language: English, comment: Die University of Queensland ist bekannt für ihr hohes Arbeitsniveau. Ich wurde während meiner Studienzeit dort öfter darauf hingewiesen, dass meine deutsche Heimatuni für die in Australien erbrachte Leistung eine bessere Note gegeben hätte. , abstract: The first edition of the magazine 'The Australian Women's Weekly' was published in 1933 and continues its publications till today. Therefore the magazine offers a long history of being, also advertising, medium for ideas, opinions and reflections about femininity. The subject matter and advertisement the magazine addresses its readers with constitutes the fields of interest those women might be attracted towards. At the same time it excludes certain fields of female interest. In this research essay I will examine how femininity is constructed in 'The Australian Women's Weekly' from three different time periods by having a closer look at the fields of 'The Domestic Sphere', 'Beauty and the...



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