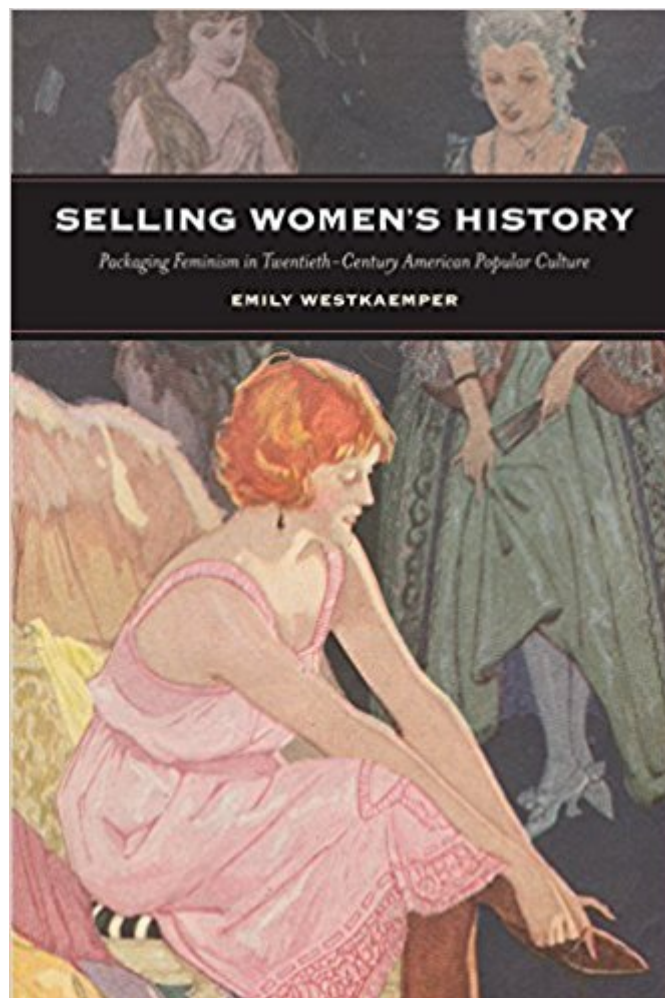




**Ebook Directory**  
the best source of ebook

The book was found

# Selling Women's History: Packaging Feminism In Twentieth-Century American Popular Culture



## Synopsis

Only in recent decades has the American academic profession taken women's history seriously. But the very concept of women's history has a much longer past, one that's intimately entwined with the development of American advertising and consumer culture. *Selling Women's History* reveals how, from the 1900s to the 1970s, popular culture helped teach Americans about the accomplishments of their foremothers, promoting an awareness of women's wide-ranging capabilities. On one hand, Emily Westkaemper examines how this was a marketing ploy, as Madison Avenue co-opted women's history to sell everything from Betsy Ross Red lipstick to Virginia Slims cigarettes. But she also shows how pioneering adwomen and female historians used consumer culture to publicize histories that were ignored elsewhere. Their feminist work challenged sexist assumptions about women's subordinate roles. Assessing a dazzling array of media, including soap operas, advertisements, films, magazines, calendars, and greeting cards, *Selling Women's History* offers a new perspective on how early- and mid-twentieth-century women saw themselves. Rather than presuming a drought of female agency between the first and second waves of American feminism, it reveals the subtle messages about women's empowerment that flooded the marketplace.

## Book Information

Paperback: 272 pages

Publisher: Rutgers University Press; Reprint edition (January 9, 2017)

Language: English

ISBN-10: 0813576326

ISBN-13: 978-0813576329

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #246,928 in Books (See Top 100 in Books) #31 in Books > Arts &

Photography > History & Criticism > Themes > Women in Art #44 in Books > Arts &

Photography > Graphic Design > Commercial > Advertising #547 in Books > Business &

Money > Marketing & Sales > Advertising

## Customer Reviews

"This original work considers the advertising women and historians who encouraged modern

American culture to continually embrace real and imagined historical women, not just as actors, but as heralding feminism." (Katherine Parkin author of *Food is Love: Food Advertising and Gender Roles in Modern America*) "Before Women's History became an academically recognized pursuit, it developed in the marketplace. Westkaemper presents a fascinating and trenchant account of how women toiled across multiple popular sites to make history." (Nan Enstad Professor of History, University of Wisconsin, Madison) "Westkaemper argues convincingly that the very assertion that women had a history was a feminist message, and that public history could build feminist community. This book is a valuable and beautifully researched addition to an underwritten period in U.S. women's history." (Mary Trigg author of *Feminism as Life's Work: Four Modern American Women through Two World Wars*)

EMILY WESTKAEMPER is an assistant professor of history at James Madison University in Harrisonburg, Virginia.

[Download to continue reading...](#)

Selling Women's History: Packaging Feminism in Twentieth-Century American Popular Culture  
 Composing for the State: Music in Twentieth-Century Dictatorships (Musical Cultures of the Twentieth Century)  
 Lipstick Traces: A Secret History of the Twentieth Century, Twentieth Anniversary Edition  
 Popular Culture: 1920-1939 (A History of Popular Culture)  
 Popular Culture: 1900-1919 (A History of Popular Culture)  
 Popular Culture: 1940-1959 (A History of Popular Culture)  
 Popular Culture: 2000 and Beyond (A History of Popular Culture)  
 Full Frontal Feminism: A Young Woman's Guide to Why Feminism Matters  
 Feminism and Pornography (Oxford Readings in Feminism)  
 Pin-Up Grrrls: Feminism, Sexuality, Popular Culture  
 Law and Popular Culture: A Course Book, 2nd Edition (Politics, Media, and Popular Culture)  
 Feminism Unfinished: A Short, Surprising History of American Women's Movements  
 The Feminism and Visual Culture Reader (In Sight: Visual Culture)  
 Women on Screen: Feminism and Femininity in Visual Culture  
 Twentieth-Century American Fashion (Dress, Body, Culture)  
 Wolf Tracks: Popular Art and Re-Africanization in Twentieth-Century Panama (Caribbean Studies Series)  
 Something New Under the Sun: An Environmental History of the Twentieth-Century World (The Global Century Series)  
 Mao Zedong and China in the Twentieth-Century World: A Concise History (Asia-Pacific: Culture, Politics, and Society)  
 World History, Ancient History, Asian History, United States History, European History, Russian History, Indian History, African History. ( world history)  
 The Twentieth-Century American City: Problem, Promise, and Reality (The American Moment)

Contact Us

DMCA

Privacy

FAQ & Help