ABSTRACT

This article traces two broad discourses concerning gender in a selection of relationship manuals from 1974 to 2004. On the one hand are manuals promoting traditional gender roles, and on the other are those that promote financial and emotional independence for women. In contrast to other analyses, I argue that these approaches cannot be categorised into a simplistic dichotomy of ‘feminist’ and ‘patriarchal,’ but that they are better understood as being bound up with conservative and liberal discourses of the self. I further demonstrate that these approaches both assume and require types of self that are somewhat removed from their historical antecedents and should be understood as neo variants.

FULL TEXT:

PDF

DOI: https://doi.org/10.5130/csr.v17i1.1723

Share this article:

ISSN: 1837-8692

Privacy Policy

This work is licensed under a Creative Commons Attribution 4.0 International License.
Growing up I when I played Runescape I used to always ignore combat and just trained Woodcutting, Firemaking etc so I never ever got to experience what completing Dragon Slayer was like. Anyways, I'm unsure on what my levels should be for the quest, so Heres my current levels. 10 comments.