

# Contents

Illustrations	ix
Preface	xi
Introduction	xiii
Media Rhetoric: A Way of Knowing <i>Meta G. Carstarphen</i>	xiii
Media Messages: Visual Literacy/Visual Rhetoric <i>Susan C. Zavoina</i>	xv
<b>Part I: Historic Perspectives</b>	
1. The <i>Liberator's</i> "Ladies' Department," 1832–37: Freedom or Fetters? <i>Jacqueline Bacon</i>	3
2. To Strengthen the Wings of a Caged Bird: Constructing Woman in Margaret Fuller's <i>Woman in the Nineteenth Century</i> and <i>The Una</i> <i>Allessandria Polizzi</i>	21
<b>Part II: Newspaper</b>	
3. War in the Ranks: Newspaper Coverage of Sexual Harassment in the Military <i>Gene Murray</i>	37

4. Necrophilia, Pedophilia, or Both?: The Sexualized Rhetoric of the JonBenet Ramsey Murder Case 51  
*Diana York Blaine*

### Part III: The Visual Image in Media

5. Media Mirage: The Thin Ideal as Digital Manipulation 65  
*Jacqueline C. Hitchon and Shiela Reaves*
6. The Historical Development of Women's Posing from the Post-Gold Rush Era to the Present Print Media 77  
*Cecelia Baldwin*

### Part IV: Magazine

7. That Time of the Month: Adolescence, Advertising, and Menstruation 93  
*Debra Merskin*
8. Face-ism Reconsidered: Facial Prominence and Body Emphasis of Males and Females in Magazine Advertising 109  
*Kathy Brittain McKee and Carol J. Pardun*
9. Designed for (Male) Pleasure: The Myth of Lesbian Chic in Mainstream Advertising 123  
*Tom Reichert, Kevin R. Maly, and Susan C. Zavoina*
10. "That Undefinable Whatever": Selling Virginity 135  
*Elizabeth Dietz*
11. Gendered Bodies Still Thrive in (Post)modern Magazineland 149  
*Jacqueline J. Lambiase, Tom Reichert, Susan E. Morgan, Meta G. Carstarphen, Susan C. Zavoina, and Mark Callister*

### Part V: Television

12. Super Bowl Speak: Subtexts of Sex and Sex Talk in America's Annual Sports Extravaganza 161  
*Linda K. Fuller*
13. Agitational Versatility: When Truth Met Jordan 175  
*Phyllis Pearson Elmore*
14. Deconstructing Ellen: *Time*, Sitcoms, and the Meaning of Gayness 185  
*Susan Stearns and Meta G. Carstarphen*
15. "We Got Next": The WNBA Advertising Campaign's Negotiations with "Femininity" 199  
*Kara Keeling*

**Part VI: Video**

16. Competing Rhetorical Strategies in the Gay and Lesbian Video Wars: *Marching for Freedom* and *Gay Rights, Special Rights* 211  
*Emile C. Netzhammer*
17. Contradictions in the Country: Rituals of Sexual Subordination and Strength in Music Video 225  
*Julie L. Andsager*
18. Inventing a Sexual Discourse: A Rhetorical Analysis of Adult Video Box Covers 239  
*Joseph W. Slade*

**Part VII: Film**

19. Sexual Imagery and the Space of Love 257  
*Anthony Enns*

**Part VIII: Cyberspace**

20. Third Wave Feminism and Cybersexuality: The Cultural Backlash of the New Girl Order 271  
*Kimber Charles Pearce*
21. Girls Can Be Doctors and Boys Can Be Nurses: Surfing for Solutions to Gender Stereotyping 283  
*Paul Martin Lester*

Index 293

About the Editors and Contributors 301

# Illustrations

## FIGURES

1.1	“Ladies’ Department” from the <i>Liberator</i>	4
4.1	JonBenet Ramsey	53
5.1	Diana Ross Photographs: Unretouched and Digitally Manipulated	67
6.1	Gold Rush Girl versus Contemporary Ad Image	80
8.1	Face-ism Index—Illustration 1	114
8.2	Face-ism Index—Illustration 2	115
9.1	Ad for Guess Belts	124
9.2	Ad for Guess Footwear	125
9.3	Ad for Guess Jeans	127
9.4	Ad for Versace Jeans	128
9.5	Ad for Versace Home Signature Pillows	129
11.1	Ad with Thin Female and Muscular Male	155
13.1	Barbara Charline Jordan, Washington, D.C., in 1974	176
13.2	Sojourner Truth, Akron, Ohio, in 1851	177
18.1	Video Box Cover	241
21.1	Body Shop Ad	290

**TABLES**

3.1	Newspaper Search Results	42
7.1	Theme (Text) of Ads	102
7.2	Product Features	104
8.1	Number of Models Portrayed in <i>Time</i> , <i>Good Housekeeping</i> , and <i>Sports Illustrated</i> Full-Page Advertisements	116
8.2	Face-ism Index Means by Magazine	117
8.3	Product Representations in Sampled <i>Good Housekeeping</i> and <i>Time</i> Full-Page Advertisements	118
8.4	Comparison of Magazine Face-ism Index to Indexes from Earlier Analyses	119
11.1	Portrayal of Advertising Models in 1983 and 1993	152
11.2	Portrayal of Advertising Models by Type of Magazine	153