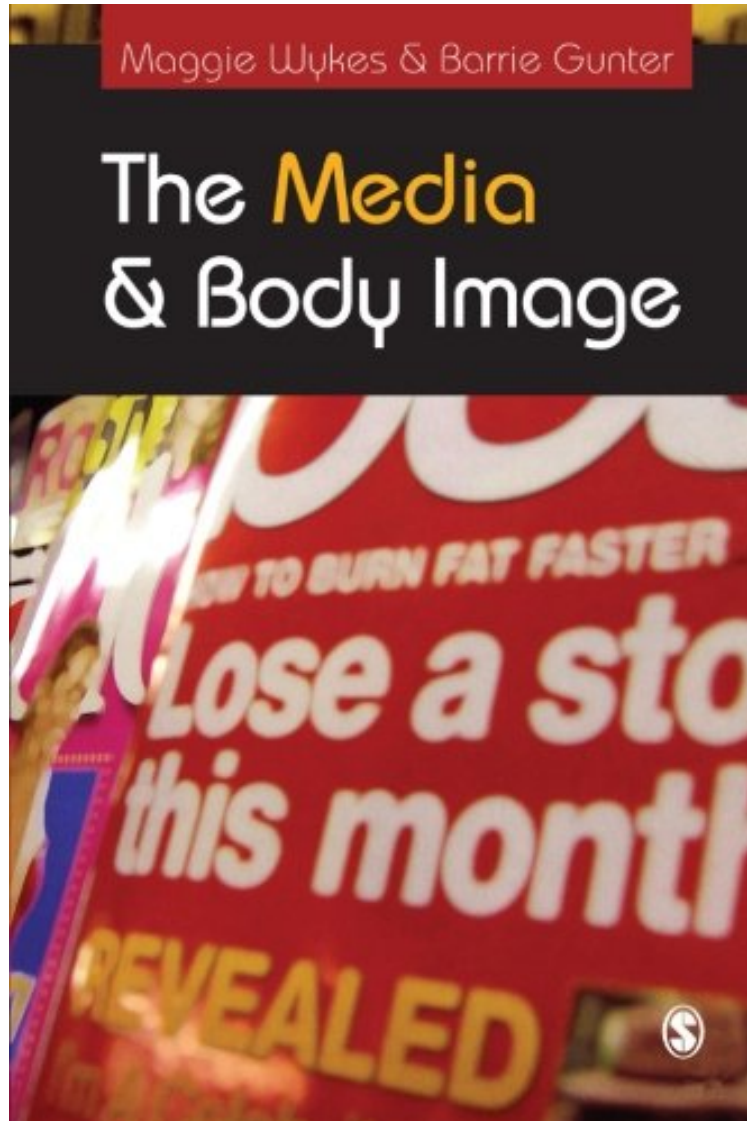


[Free pdf] The Media and Body Image: If Looks Could Kill

The Media and Body Image: If Looks Could Kill

Maggie Wykes, Barrie Gunter

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Maggie Wykes, Barrie Gunter : The Media and Body Image: If Looks Could Kill before purchasing it in order to gage whether or not it would be worth my time, and all praised The Media and Body Image: If Looks Could Kill:

9 of 10 people found the following review helpful. Overview of body image messages in the media, predominantly in the UKBy Bird That FlewThis book is an overview of the various (generally negative) body image messages in the media. It's mostly about messages to women for women, but also touches in several chapters on male body images messages and their effects on boys and men. It focuses almost entirely on UK media, such as the Daily Mail and Sugar magazine. It's very heavy on eating disorders. It's thorough and has many, many citations for further reference. I

bought it to aid in a thesis I have to write for a super-lame college course. It's not exactly what I needed (I hadn't realized that it was so focused on eating disorders and that there was little mention of American media sources) but it will work. If you have an interest in the connection between the media and eating disorders in women, you will likely find this book helpful. 2 of 2 people found the following review helpful. Not original
By pinkpetunia
I was asked to review this book years ago when it first came out, and found a plagiarized paragraph. The last paragraph on p. 68 (finishing on p. 69, in the copy I read) of the Wykes/Gunter book is virtually identical to the last full paragraph on p. 42 of Harrison and Cantor (1997), *Journal of Communication*. It is the sentence beginning, "An update of the Garner et al. (1980) study by Wiseman et al. (1990) reported that the slimming trend continued..." Upon submitting a query, I was told that the paragraph had been inserted elsewhere in the book manuscript and then copied and pasted, without proper crediting also being copied and pasted, in a different part of the manuscript. Skimming the rest of the first half of the book (which was authored by Wykes), I noticed that only a few citations were post-2000. Thus I suspect that Wykes lifted paragraphs from multiple researchers' publications, which were almost all in press before 2000. (Recall that the book was published in 2005; why weren't there more publications after 2000?) The second half of the book, authored by Gunter, reads very differently, like an engaged scholar's interpretation of the research methods and findings in this field. The second half is thoughtful and informative, but I cannot recommend this book for the first half, as I strongly doubt that some of the research summaries are Wykes' own.

The *Media and Body Image* draws together literature from sociology, gender studies, and psychology; brings together new empirical work on both media representations and audience responses; and offers a broad discussion of this topic in the context of socio-cultural change, gender politics, and self-identity.

"Wykes and Gunter take a novel approach to familiar subjects - body image, eating disorders, Western ideals of beauty, media representations of femininity - by offering historical contextualization of the discourses surrounding each issue and articulating how these discourses relate. The upshot is a useful discussion that interrogates, rather than presumes, the effects of mass media on audiences and consumers. . . . Highly recommended."--P.A. Fulfs "CHOICE" (07/01/2005)
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About the Author
My main research interests include media violence, the impact of broadcast news, effects of television on public opinion, the effects of advertising on young people, the use and impact of new interactive media. I have also conducted research on a wide range of other media, marketing and management issues. My recent research has centred on the use and impact of new media (in particular the Internet and digital interactive television). I am particularly interested in the use of the web as an information source and in the impact of Internet-related behaviour on use of other media, especially television. I have continued to conduct research and to write about the influence of television advertising, among children and adults. Much of this recent work has focused on alcohol advertising and young peoples drinking. In addition, with two colleagues in my department, I recently conducted research for the Food Standards Agency on the nature of formula product advertising targeted at young mothers. I have also been involved in research from the British Library with colleagues at University College London on the use of online tools for information search in the context of higher education.