



Postfeminist Celebrity and Motherhood: Brand Mom (Routledge Research in Cultural and Media Studies)

Jorie Lagerwey

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This book analyzes the intersections of celebrity, self-branding, and "mommy" culture. It examines how images of celebrity moms playing versions of themselves on reality television, social media, gossip sites, and self-branded retail outlets negotiate the complex demands of postfeminism and the current fashion for heroic, labor intensive parenting. The cultural regime of "new momism" insists that women be expert in both affective and economic labor, producing loving families, self-brands based on emotional connections with consumers, and lucrative saleable commodities. Successfully creating all three: a self-brand, a style of motherhood, and lucrative product sales, is represented as the only path to fulfilled adult womanhood and citizenship. The book interrogates the classed and racialized privilege inherent in those success stories and looks for ways that the versions of branded motherhood represented as failures might open a space for a more inclusive emergent feminism.

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