

# CONTENTS

|                 |     |
|-----------------|-----|
| List of Figures | vii |
| List of Tables  | ix  |
| Preface         | xi  |
| Acknowledgments | xix |

## Section I: Foundations

|            |                       |    |
|------------|-----------------------|----|
| Chapter 1. | The Puritan Sex Ethic | 3  |
| Chapter 2. | Prelude to Passion    | 35 |
| Chapter 3. | Sexing the Media      | 61 |

## Section II: Sexual Socialization

|            |                                                                           |     |
|------------|---------------------------------------------------------------------------|-----|
| Chapter 4. | Reviving Lolita: Sexualization of Adolescent Girls in Fashion Advertising | 105 |
| Chapter 5. | Mirroring Violent Masculinity: Nike's "Warriors" Campaign                 | 119 |

**Section III: Transgressions**

|             |                                                                                                         |     |
|-------------|---------------------------------------------------------------------------------------------------------|-----|
| Chapter 6.  | Angels in America: Seeing through Victoria's Secret                                                     | 135 |
| Chapter 7.  | Catty: The Feral Feminine in Media                                                                      | 147 |
| Chapter 8.  | A Boyfriend to Die for: Edward Cullen as<br>Compensated Psychopath in <i>Twilight</i>                   | 167 |
| Chapter 9.  | But Where Are the Clothes? The Pornographic Gaze<br>in Mainstream American Magazine Fashion Advertising | 191 |
| Chapter 10. | Homosexuality and Horror: The Lesbian Vampire<br>Film                                                   | 213 |
| Chapter 11. | Not So Pretty Woman: Prostitution and the<br>John in Media                                              | 241 |
|             | Notes                                                                                                   | 269 |
|             | Resources                                                                                               | 271 |
|             | References                                                                                              | 275 |
|             | Appendix A: Euphemisms for Sex                                                                          | 307 |
|             | Appendix B: Euphemisms for Female Breasts                                                               | 311 |
|             | Appendix C: Euphemisms for Penis                                                                        | 313 |
|             | Index                                                                                                   | 317 |