

(Re) Creating Cultural Models of Motherhoods in Contemporary Advertising

Special Issue of *Advertising & Society Review*

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Huge markets have grown up around the ideology of the nuclear family and the central role of the mother in maintaining this. Myths endure around ideal motherhood archetypes that imply certain behaviours, norms and, indeed, taboos. These social and cultural constructions about how to be a good mother proliferate in the marketplace through numerous intersecting discourses. Building on the essays and personal reflections concerning how advertising addresses and represents mothers in Volume 7 of this journal, this special issue takes a cross-cultural and interdisciplinary focus to explore advertising's role in the circuit of culture and the (re)construction of motherhood roles, identities and relationships. Whereas Volume 7 focussed on aspects of early childhood and maternity, this issue particularly welcomes papers relating to later stages of motherhood, and with cross-cultural and interdisciplinary perspectives. We also encourage contributors to include plenty of advertisements throughout their text.

Potential topics for the special issue include, but are not restricted to

Maternal Archetypes in Advertising
Motherhoods and Consumption Practices as Reflected in Advertising
Representations of Alternative Motherhoods
Challenging the Gendered Boundaries of Motherhood
"Matricatures" (stereotypes) of Motherhood
Motherhood and the Body
Cross Cultural Issues in Advertising to Mothers
Mothers in the Advertising Industry
Relationships between Mothers, Fathers and Children in Advertising
Interpretations of Motherhood Representations in Advertising
Inter-generational Issues (e.g. being a mother to your mother)

The deadline for submissions is 15th January, 2011. Papers should be sent electronically to one of the editors:

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For manuscript guidelines see

http://muse.jhu.edu/journals/advertising_and_society_review/info/guidelines.html