

Contents

Acknowledgements	ix
Introduction	i
CHAPTER 1	
Media methods research: Finding audiences and giving a voice to mothers	7
CHAPTER 2	
Maternal preferences: From ordinary celebrity to the sitcom star	53
CHAPTER 3	
Emulation, not identification: Sartorial styles, domestic skills and maternal discipline	107
CHAPTER 4	
Bad mothers and poor role models: Maternal inadequacy and the problem of perfection	161
Conclusion: A call for maternal diversity	217
Bibliography	235
Index	257

