ABSTRACT

This paper presents the construction of the Modern Women in Woman's Pictorial as a process in which the neo-sensationalist males negotiate their fluid cultural, political and gendered identities. The paper first does a pictorial and textual analysis of the contradictory female images the neo-sensationalists constructed followed by an analysis of the methods of stereotyping these images. In doing so, the paper seeks to discuss the interaction among their three identities which further testify to the Modern Women media representation as not merely a projection of males' desires, but also critical in shaping and reinforcing the neo-sensationalists' identities. Despite a large research on the neo-sensationalists and their construction of the Modern Women, much is focused on the analysis of their literary texts. This paper adopts the print culture approach, tapping on a large reservoir of photos, comics, advertisements and fictions from the Woman's Pictorial.