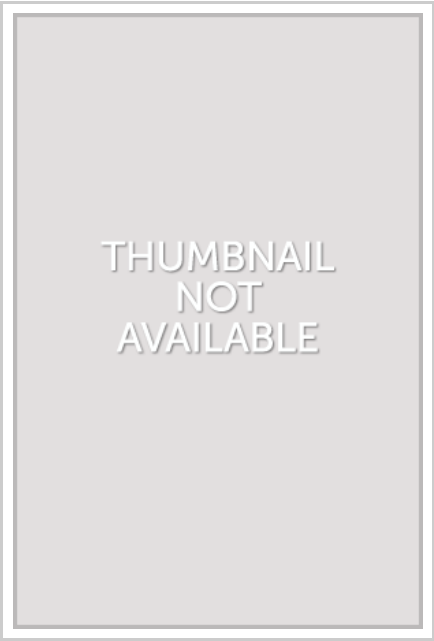

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The New Japanese Woman: Modernity, Media, and Women in Interwar Japan

By Barbara Sato

Duke University Press. Paperback. Book Condition: new. BRAND NEW, The New Japanese Woman: Modernity, Media, and Women in Interwar Japan, Barbara Sato, Presenting a vivid social history of "the new woman" that emerged in Japanese culture between the world wars, The New Japanese Woman shows how images of modern women burst into Japanese life in the midst of the urbanization, growth of the middle class, and explosion of consumerism resulting from the postwar economic boom, particularly in the 1920s. Barbara Sato analyzes the icons that came to represent the new urban femininity-the "modern girl," the housewife, and the professional working woman. She describes how these images portrayed in the media shaped and were shaped by women's desires. While the figures of the modern woman by no means represented all Japanese women, they did challenge the myth of a fixed definition of femininity-particularly the stereotype emphasizing gentleness and meekness, Sato explains, and they generated a new set of possibilities for middle-class women to act and imagine themselves within the context of consumer culture. The New Japanese Woman is rich in descriptive detail and full of fascinating vignettes from Japan's interwar media and consumer industries-department stores, film, radio, popular music and the...

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