



Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism

By Amy Erdman Farrell

[Download now](#)

[Read Online](#) 

Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism

By Amy Erdman Farrell

In the winter of 1972, the first issue of *Ms.* magazine hit the newsstands. For some activists in the women's movement, the birth of this new publication heralded feminism's coming of age; for others, it signaled the capitulation of the women's movement to crass commercialism. But whatever its critical reception, *Ms.* quickly gained national success, selling out its first issue in only eight days and becoming a popular icon of the women's movement almost immediately. Amy Erdman Farrell traces the history of *Ms.* from its pathbreaking origins in 1972 to its final commercial issue in 1989. Drawing on interviews with former editors, archival materials, and the text of *Ms.* itself, she examines the magazine's efforts to forge an oppositional politics within the context of commercial culture. While its status as a feminist and mass media magazine gave *Ms.* the power to move in circles unavailable to smaller, more radical feminist periodicals, it also created competing and conflicting pressures, says Farrell. She examines the complicated decisions made by the *Ms.* staff as they negotiated the multiple--frequently incompatible--demands of advertisers, readers, and the various and changing constituencies of the feminist movement. An engrossing and objective account, *Yours in Sisterhood* illuminates the significant yet difficult connections between commercial culture and social movements. It reveals a complex, often contradictory magazine that was a major force in the contemporary feminist movement.

 [Download Yours in Sisterhood: Ms. Magazine and the Promise ...pdf](#)

 [Read Online Yours in Sisterhood: Ms. Magazine and the Promis ...pdf](#)

Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism

By Amy Erdman Farrell

Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism By Amy Erdman Farrell

In the winter of 1972, the first issue of Ms. magazine hit the newsstands. For some activists in the women's movement, the birth of this new publication heralded feminism's coming of age; for others, it signaled the capitulation of the women's movement to crass commercialism. But whatever its critical reception, Ms. quickly gained national success, selling out its first issue in only eight days and becoming a popular icon of the women's movement almost immediately. Amy Erdman Farrell traces the history of Ms. from its pathbreaking origins in 1972 to its final commercial issue in 1989. Drawing on interviews with former editors, archival materials, and the text of Ms. itself, she examines the magazine's efforts to forge an oppositional politics within the context of commercial culture. While its status as a feminist and mass media magazine gave Ms. the power to move in circles unavailable to smaller, more radical feminist periodicals, it also created competing and conflicting pressures, says Farrell. She examines the complicated decisions made by the Ms. staff as they negotiated the multiple--frequently incompatible--demands of advertisers, readers, and the various and changing constituencies of the feminist movement. An engrossing and objective account, *Yours in Sisterhood* illuminates the significant yet difficult connections between commercial culture and social movements. It reveals a complex, often contradictory magazine that was a major force in the contemporary feminist movement.

Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism By Amy Erdman Farrell

Bibliography

- Rank: #1166650 in Books
- Brand: Amy Erdman Farrell
- Published on: 1998-09-21
- Released on: 1998-09-21
- Original language: English
- Number of items: 1
- Dimensions: 9.26" h x .62" w x 6.18" l, .91 pounds
- Binding: Paperback
- 248 pages



[Download Yours in Sisterhood: Ms. Magazine and the Promise ...pdf](#)



[Read Online Yours in Sisterhood: Ms. Magazine and the Promis ...pdf](#)

Download and Read Free Online Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism By Amy Erdman Farrell

Editorial Review

From Publishers Weekly

There have been a number of books recently on the history of *Ms.* magazine. But unlike most of the others, Farrell's has a strong critical approach, a point of view and a sharp focus. Farrell doesn't simply run down a list of accomplishments, but examines whether or not the magazine kept its promise of bringing feminism to the masses. After a chronological account of the magazine's history, Farrell concludes with a lively section focused on readers' letters. As Farrell points out, these stand as the strongest proof that readers saw *Ms.* as something more than the usual magazine, and her analysis of what was published and what was not skillfully dissects that relationship. Sometimes accusatory ("I don't believe you, *Ms.* Magazine. In sisterhood?????") and sometimes laudatory, the letters are consistently engaged. Many readers were concerned with advertising, which was debated from the magazine's inception until its present-day incarnation as a subscription-only publication free of ads. Farrell reports that more than 100 readers sent an ad (for a Lady Bic Shaver) from *Ms.* itself to the magazine's "No Comment" section, which features sexist media portrayals. Farrell, a professor of American studies and women's studies, has plenty of interesting information and even opinions often lost in her academic jargon ("scholars have paid little attention to the role of popular culture in forming a collective oppositional consciousness"). It's too bad that a book examining the dissemination of "popular feminism" couldn't have a more accessible style.

Copyright 1998 Reed Business Information, Inc.

From Library Journal

Ms. magazine celebrated its 25th birthday in 1997 and has now been the subject of two books. Mary Thom's *Inside Ms.* (LJ 7/97) is a history of the magazine from an insider's point of view; Farrell (American studies/women's studies, Dickinson Coll.) approaches *Ms.* from an academic perspective, exploring the contradictions of its being a mass-market women's magazine with an explicitly feminist agenda. *Ms.* staff attempted to balance the demands of advertisers with the expectations of feminists, often to the dissatisfaction of both. In particular, advertising demands forced editors to focus on change at the individual level rather than advocating sweeping social reform. Farrell looks at *Ms.* in its social and economic context, using both primary and secondary sources to good advantage. This readable, scholarly book complements Thom's and belongs in all academic libraries as well as public libraries with women's studies collections. —Judy Solberg, George Washington Univ., Takoma Park, MD

Copyright 1998 Reed Business Information, Inc.

From Booklist

It was a brave experiment: a feminist magazine, designed to provide an open forum for women, positioned on newsstands around the country next to more traditional women's magazines. For 17 years (1972^89), *Ms.* struggled in the commercial marketplace. (Since 1990, it has been supported by higher subscription rates, rather than by advertising.) Farrell traces *Ms.*' history as a commercial publication and the key tensions it faced: a "precarious union of feminism and capitalism"; a complex relationship with its readers; and the need to "accommodate two strands of feminism, one emphasizing individual liberty, the other . . . shared sisterhood." Basing her study on interviews with *Ms.* staffers, archival collections of *Ms.*' editorial files, and both published and unpublished letters from readers, Farrell examines the magazine's goals, victories, and inadequacies. In the end, Farrell concludes that, although the economics of the marketplace and the desire for a "truly participatory, democratic, pluralistic feminist movement are mutually exclusive," women need more "hybrids like *Ms.*" to challenge popular culture's gender stereotypes. —Mary Carroll

Users Review

From reader reviews:

Jean Fuller:

The actual book Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism has a lot associated with on it. So when you make sure to read this book you can get a lot of profit. The book was authored by the very famous author. Tom makes some research prior to write this book. That book very easy to read you can find the point easily after reading this book.

Fannie Garcia:

Does one one of the book lovers? If yes, do you ever feeling doubt when you find yourself in the book store? Try and pick one book that you never know the inside because don't determine book by its protect may doesn't work here is difficult job because you are afraid that the inside maybe not while fantastic as in the outside appearance likes. Maybe you answer might be Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism why because the fantastic cover that make you consider in regards to the content will not disappoint an individual. The inside or content is actually fantastic as the outside or perhaps cover. Your reading sixth sense will directly make suggestions to pick up this book.

Ramiro Alvarez:

With this era which is the greater person or who has ability in doing something more are more valuable than other. Do you want to become certainly one of it? It is just simple way to have that. What you are related is just spending your time almost no but quite enough to experience a look at some books. Among the books in the top list in your reading list is definitely Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism. This book which can be qualified as The Hungry Slopes can get you closer in growing to be precious person. By looking upwards and review this publication you can get many advantages.

Roger Bennett:

Reading a book make you to get more knowledge from this. You can take knowledge and information from your book. Book is created or printed or illustrated from each source in which filled update of news. With this modern era like right now, many ways to get information are available for anyone. From media social including newspaper, magazines, science e-book, encyclopedia, reference book, novel and comic. You can add your knowledge by that book. Do you want to spend your spare time to spread out your book? Or just searching for the Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism when you necessary it?

Download and Read Online Yours in Sisterhood: Ms. Magazine and

**the Promise of Popular Feminism By Amy Erdman Farrell
#6WZS4E059PC**

Read Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism By Amy Erdman Farrell for online ebook

Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism By Amy Erdman Farrell Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism By Amy Erdman Farrell books to read online.

Online Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism By Amy Erdman Farrell ebook PDF download

Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism By Amy Erdman Farrell Doc

Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism By Amy Erdman Farrell MobiPocket

Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism By Amy Erdman Farrell EPub

6WZS4E059PC: Yours in Sisterhood: Ms. Magazine and the Promise of Popular Feminism By Amy Erdman Farrell