



Illinois Wesleyan University
Digital Commons @ IWU

John Wesley Powell Student Research
Conference

1997, 8th Annual JWP Conference

Apr 12th, 1:30 PM - 2:30 PM

Women: Their Lives and Their Loves Since 1945

Kristin Ely
Illinois Wesleyan University

Georganne Rundblad, Faculty Advisor
Illinois Wesleyan University

Follow this and additional works at: <https://digitalcommons.iwu.edu/jwprc>

Ely, Kristin and Rundblad, Faculty Advisor, Georganne, "Women: Their Lives and Their Loves Since 1945" (1997). *John Wesley Powell Student Research Conference*. 5.
<https://digitalcommons.iwu.edu/jwprc/1997/posters/5>

This Event is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/ or on the work itself. This material has been accepted for inclusion by faculty at Illinois Wesleyan University. For more information, please contact digitalcommons@iwu.edu.

©Copyright is owned by the author of this document.

Poster Presentation 8

WOMEN: THEIR LIVES AND THEIR LOVES SINCE 1945

Kristin Ely and Georganne Rundblad*, Department of Sociology, IWU

This research investigates the advice that women have been given over the past fifty years by the media regarding their relationships with men. Taken from both symbolic interaction and conflict theoretical perspectives, this study involves a content analysis of the popular magazine Good Housekeeping, with special attention to advice columns and feature articles which discuss the ways men and women interact throughout the span of romantic relationships. Looking at the time period between 1945 and 1995, the results suggest that what women are told about how to attract men, and then how to keep them or when to get rid of them, changes in accordance with societal expectations of women. As women are encouraged to have more confidence in themselves and their abilities, they realize they have more control over their lives and their relationships. This knowledge forces them to reconsider how they approach men and how they interact with them when their relationships become more intimate. One can see how authors of advice columns and magazine articles have tried to guide their readers as they flirt with, make up with, and break up with members of the other sex. It is thus concluded that, as the review of literature suggests, this guidance reflects how society has viewed women at different points in this fifty-year time period.