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Wendy Burns-Ardolino

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JIGGLE

(RE)SHAPING AMERICAN WOMEN

WENDY BURNS-ARDOLINO



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Wendy Burns-Ardolino : Jiggle: (Re)Shaping American Women before purchasing it in order to gage whether or not it would be worth my time, and all praised Jiggle: (Re)Shaping American Women:

Jiggle: (Re)Shaping American Women explores the relationship between American women and their bodies as mediated by both traditional and contemporary foundation garments. This post-corsetry study begins in the 1930s with a discussion of traditional foundation garments and continues with an analysis of contemporary shapewear as these

garments shape women physically, culturally, and socially. *Jiggle* focuses on the corporate, cultural, and individual practices and meanings of women's experiences with foundation garments. Referencing trade journals, industry data, statistics, advertisements, and telephone surveys and interviews with women, author Wendy Burns-Ardolino examines how the contested terrain of fashion and beauty culture reflect larger cultural power struggles. *Jiggle* argues that women should not be complicit in alienating themselves from their bodies, but rather should embrace their bodies' multiple capacities as they practice fashion, femininity, and gendered performatives.

Scholarly, yet accessible, this book traverses key questions about the media, advertising, and fashion. It calls upon us to rethink gender, agency, and embodiment in terms of dressing, shaping, moving, gesturing, and posturing, while never losing sight of how cultural scripts writ large ? media representations of women's ideal bodies ? shape lived experiences. Part ethnography, part history, and part cultural criticism, *Jiggle* is more than the sum of its parts: It represents interdisciplinary cultural studies at its best. (Roger Lancaster, Author of *The Trouble with Nature: Sex in Science and Popular Culture* (2003))The book raises consciousness regarding the underlying forces affecting women's selections....Recommended. (CHOICE, November 2008)Like its title,*Jiggle* is a timely and provocative look at the fascination with women's bodies in consumer culture?constructing them, shaping them, making them smaller, or stronger. The focus on foundation garments makes this book unique. With a strong historical base and current ethnographic research,*Jiggle* is a page-turning read that will make you think. (Leslie Heywood, author of *Pretty Good for a Girl* and *The Proving Grounds*)About the AuthorWendy Burns-Ardolino is assistant professor and coordinator of integrative studies at Clayton State University, Georgia where she teaches Women's Studies and Media Studies courses.