

<i>Acknowledgments</i>	viii
<i>Notes on Transcription</i>	ix
Introduction	1
1 Discourse and Power	7
2 Women as Subjects of Discourse	32
3 Bridal Femininity in Wedding Magazines	52
4 Reading a Magazine: Methodological Considerations	113
5 Reading a Magazine: The Interviews	125
6 Reading a Magazine: Discussion	185
Conclusion	204
<i>Notes</i>	217
<i>Bibliography</i>	222
<i>Index</i>	241