

解讀台灣廣告中的家庭性女性氣質

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摘要

本文關心在台灣社會過去四十多年來的婦運發展過程中，如何影響了流行文化的再現？尤其是進入後女性主義時期，流行媒介的內容中蘊含了何種新的家庭性論述？如何增強女性氣質與家庭之間的連結？如何重畫出公、私領域界限的分野？傳統的女性氣質與女性主義之間又出現了何種新的交融形式？本文藉由論述分析方法檢視台灣電視廣告文本中的家庭性論述，以探討女性主義的意義如何被協商與處理，女性主義的政治概念、以及與女性氣質之間的關係出現何種轉變，特別關注工作與家庭、私領域與公領域、女性氣質與解放之間的緊張關係，從中瞭解做女人的意義為何。

關鍵詞：流行文化、女性主義、後女性主義、家庭性、論述分析

Reading Domestic Femininities in Taiwan's TV advertising

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Abstract

This essay is concerned with how women are represented in the popular culture over the past four or five decades in the development of feminist movements? Especially after entering the post-feminism period, what kinds of new domesticity discourses were embedded in the content of popular media? How does this content redefine the distinction between private and public spheres? What are the new forms of integration between traditional femininity and feminism? This study attempts, using discourse analysis, to examine how domesticity discourses in the texts of TV advertising negotiate and deal with the meaning of feminism, especially focusing on the tensions between work and family, between private and public spheres, and between femininity and liberation, in order to understand what being a woman means.

Keywords: popular culture, feminism, postfeminism, domesticity, discourse analysis