ECON184 Reader Response #4
Due 17 April 2009

I. Reading Source
I have placed two articles for you to read on the course website. They are a selection from Bridget Jones’s Diary by Helen Fielding and “Marketing Miss Right” by Andi Zeisler (from Bitch magazine).

II. Reading Content
Bridget Jones’s Diary was published in 1995 and its success has spawned not only a sequel (Edge of Reason) and two movies but also a variety of other books aimed at similar demographics. Andi Zeisler’s essay is a feminist critique of the emergence of what she terms, “chick lit.”

III. Reading Response
Zeisler argues that publishing companies may be printing books about young single women, but that these works should not be interpreted as empowering for single women. Given the evidence that she sites in her article and what you have read of Bridget Jones’s Diary, do you agree with this assessment? If Zeisler’s argument is convincing, then what are the (explicit and implicit) dangers of this situation? Is Zeisler being unfair in her condemnation? What are some possible economic ramifications of this emerging “chick lit?” Clearly state your thesis in you introduction and then support your argument with material from the 2 articles as well as any material we have discussed in class from Hewlett’s book.

IV. Paper Details
While this paper could be completed without referring to additional sources, if you do use other books or journal articles, they must be referenced within the text (no separate bibliography). In addition to content, the paper will be graded on style, grammar, and clarity. You are encouraged to discuss the paper with your classmates (and me) prior to writing; however, all final papers must be based on your own work.

Please remember: Late papers will not be accepted.

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