

Shattuc

The Talking Cure

TV Talk Shows and Women

The Talking Cure examines four nationally syndicated television talk shows--Donahue, The Oprah Winfrey Show, Geraldo and Sally Jessy Raphael--which are primarily devoted to feminine culture and issues. Serving as one of the few public forums where working-class women and those with different sexual orientations have a voice, these talk shows represent American TV at its most radical. Shattuc examines the tension between talk's feminist politics and the television industry, who, in their need to appeal to women, trades on sensation, stereotypes and fears in order to engender product consumption. However, this genre is not a one-way form of social interaction. The female audience complies and resists in a complex give-and-take, and it is this relationship which The Talking Cure aims to understand and reveal.

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