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Even a Blind Chick Sometimes Finds A Bargain. Analysis of "Chick Lit" in Relation to Post-Feminism and the Market

By Katharina Kirchhoff

GRIN Verlag GmbH Feb 2015, 2015. Taschenbuch. Book Condition: Neu. 213x149x4 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2014 in the subject English Language and Literature Studies - Literature, grade: 1,0, Free University of Berlin (Englische Philologie), language: English, abstract: The twenty-first century heroine fights in a Prada dress, in the jungle of big cities, not for world peace but for bargain buys. Today's heroines also have to be versatile to meet the requirements of post-feminism, popular culture and neo-liberalism: they work, they care for friends, they have to fight for Mr.Right (so they don't end up as a spinster eaten by cats), they do Brazilian Waxing and most importantly, they shop. When Helen Fielding's Bridget Jones stated that she had decided to 'go shopping and stop obsessing' (Fielding 80) it seemed as if a wall was pulled down and women in 'Chick Lit' went shopping as if there was no tomorrow. Thanks to credit cards, there is indeed no limit. On the one hand, those women are mostly educated and independent with a solid income, but on the other hand they get into debt for the newest Hermes scarf...



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