



Mediated Eros: Sexual Scripts Within and Across Cultures

Miglana M. Sternadori

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This book makes a unique contribution to the field of media studies by analyzing the perpetuation of sexual scripts through news articles, films, TV shows, lifestyle magazines, advertisements, and other forms of popular mediated culture. Focusing on cultural differences between North America and Europe, the book catalogues and contextualizes common sexual scripts by looking at the ways in which people have or do not have sex, eroticize each other's bodies, penetrate each other's bodies, and give meaning to all these activities.

Other such analyses have explored whether, when, and why people decide to have sex, and so on. This book instead focuses on how the sexual interaction itself is culturally scripted to occur - what sequence of events takes place after a couple have decided to have sex. While the first half of the book catalogues sexual scripts in a general way, based on geography and sexual orientation, the second half is framed around sexual discourses associated with some degree of shame and social stigmatization. The book ends by addressing the hegemonic perpetuation of mediated sexual scripts across cultures and the role of sexuality in fourth-wave feminism.

Mediated Eros is suitable as the primary or secondary text in seminars on media, culture, and sexuality, and would also be of interest to journalists and freelance writers whose work explores the sociocultural construction of sex and the sexual self.

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