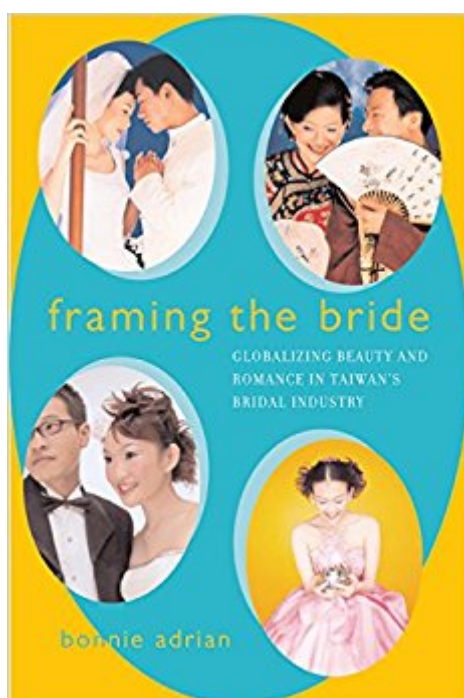


The book was found

Framing The Bride: Globalizing Beauty And Romance In Taiwan's Bridal Industry



Synopsis

With a wedding impending, the Taiwanese bride-to-be turns to bridal photographers, makeup artists, and hair stylists to transform her image beyond recognition. They give her fairer skin, eyes like a Western baby doll, and gowns inspired by sources from Victorian England to MTV. An absorbing consideration of contemporary bridal practices in Taiwan, *Framing the Bride* shows how the lavish photographs represent more than mere conspicuous consumption. They are artifacts infused with cultural meaning and emotional significance, products of the gender- and generation-based conflicts in Taiwan's hybrid system of modern matrimony. From the bridal photographs, the book opens out into broader issues such as courtship, marriage, kinship, globalization, and the meaning of the "West" and "Western" cultural images of beauty. Bonnie Adrian argues that in compiling enormous bridal albums full of photographs of brides and grooms in varieties of finery, posed in different places, and exuding romance, Taiwanese brides engage in a new rite of passage; one that challenges the terms of marriage set out in conventional wedding rites. In *Framing the Bride*, we see how this practice is also a creative response to U.S. domination of transnational visual imagery; how bridal photographers and their subjects take the project of globalization into their own hands, defining its terms for their lives even as they expose the emptiness of its images.

Book Information

Paperback: 310 pages

Publisher: University of California Press (December 8, 2003)

Language: English

ISBN-10: 0520238346

ISBN-13: 978-0520238343

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #511,858 in Books (See Top 100 in Books) #245 in Books > Gay & Lesbian > History #540 in Books > Textbooks > Business & Finance > International Business #838 in Books > Politics & Social Sciences > Social Sciences > Customs & Traditions

Customer Reviews

"Do not be misled by the title of this book. It is a study of Taiwan's bridal industry but it is also a fine ethnography of marriage in contemporary urban Taipei. With great subtlety, Bonnie Adrian shows us how much marriage in Taiwan has changed and how many of the old ways it has retained. She

does so with wit and humor."#151;Margery Wolf, author of *A Thrice-Told Tale: Feminism, Postmodernism, and Ethnographic Responsibility*"Faced with the puzzle of the ubiquitous bridal photography in Taipei, Bonnie Adrian has produced a model ethnography of media-saturated contemporary life. Ethnographically adventurous, analytically smart, and warmly human, this book cleverly unpacks the ways women's canny choices in Taiwan are forged at the intersection of everyday worlds of inter-generational tension, fantasies fed by a keenly competitive local culture industry, and global imagery tied to the transnational beauty industry. Unlike many who work on globalization, Adrian has not lost sight of the ways that gender and family are still at the heart of people's social worlds and women are not victims."#151;Lila Abu-Lughod, author of *Veiled Sentiments and Writing Women's Worlds*

"Do not be misled by the title of this book. It is a study of Taiwan's bridal industry but it is also a fine ethnography of marriage in contemporary urban Taipei. With great subtlety, Bonnie Adrian shows us how much marriage in Taiwan has changed and how many of the old ways it has retained. She does so with wit and humor."--Margery Wolf, author of *"A Thrice-Told Tale: Feminism, Postmodernism, and Ethnographic Responsibility"*Faced with the puzzle of the ubiquitous bridal photography in Taipei, Bonnie Adrian has produced a model ethnography of media-saturated contemporary life. Ethnographically adventurous, analytically smart, and warmly human, this book cleverly unpacks the ways women's canny choices in Taiwan are forged at the intersection of everyday worlds of inter-generational tension, fantasies fed by a keenly competitive local culture industry, and global imagery tied to the transnational beauty industry. Unlike many who work on globalization, Adrian has not lost sight of the ways that gender and family are still at the heart of people's social worlds and women are not victims."--Lila Abu-Lughod, author of *"Veiled Sentiments and Writing Women's Worlds*

[Download to continue reading...](#)

Framing the Bride: Globalizing Beauty and Romance in Taiwan's Bridal Industry Bridal Shower Guest Book: Beautiful Bejeweled Guest Book for Bridal Showers 2 Bridal Shower Games Inside Perfect for Bridal Shower Games in all ... D Bridal Shower Guest Book Purple in all Dep Taiwan's China Dilemma: Contested Identities and Multiple Interests in Taiwan's Cross-Strait Economic Policy Our Honeymoon in Paris: Honeymoon Scrapbook; Bridal Shower Gifts for the Bride in all Departments; Bridal Shower Gifts in al; Wedding Gifts for the ... D; Wedding Gifts in al; Wedding Planner in al Mail Order Bride: The Crippled Pony Express Rider and the British Bride: Clean, and Inspirational Western Historical Romance (Mail Order Bride Murder Mystery Book 6)

Residential Structure & Framing: Practical Engineering and Advanced Framing Techniques for Builders
Season's Best Weddings: Spring 2017 Design Decor Floral Inspirations Gorgeous Style Ideas and Inspirations Through Prose, Quotes, Wedding Guest Book ... Bridal Shower Games
Bridal Shower Decorations Bridal Bargains, 8th Edition: Secrets to throwing a fantastic wedding on a realistic budget (Bridal Bargains: Secrets to Throwing a Fantastic Wedding on a Realistic Budget)
Bridal Bargains, 9th Edition: Secrets to Throwing a Fantastic Wedding on a Realistic Budget (Bridal Bargains: Secrets to Throwing a Fantastic Wedding on a Realistic Budget) Season's Best Weddings: Summer 2017 Design Decor Floral Inspirations Bridal Gowns Bouquets Wedding Planner in all Departments with Guest List ... Books in all D Bridal Magazines in all Dep Put Soul in Your Bridal Shower: The African-American Bridal Shower Guide Bridal Shower 101 - Learn More about Throwing the Perfect Bridal Shower Today Mail Order Bride: A Christmas Miracle - The Hunted Bride: Clean Western Historical Romance (Courageous Brides Head West Historical Romance Book 3) Mail Order Brides Western Romance: Clara: Clean and Wholesome Mail Order Bride Historical Romance (Deadwood Dakota Clean Romance Series Book 1) Mail Order Bride Romance: Elizabeth's Unfolding: Clean and Wholesome Western Frontier Inspirational Romance (Blessed With Twins Western Historical Romance, Book 6) Erotica: Historical Romance - Erotic Romance Anthology of Mail Order Bride, Victorian, Viking & Highlander Romance Erotica Short Stories: Erotic Short Story Collection of Billionaire Romance, Erotic Romance, Bondage, Mail Order Bride, Submission, Taboo Erotica, Sex, Virgin Romance, Adult Bedtime Anthology Romance Short Stories: Western Erotica - Mail Order Bride Romance & Amish Romance Anthology Beauty Shop Politics: African American Women's Activism in the Beauty Industry (Women in American History) Beauty Imagined: A History of the Global Beauty Industry

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)