



THE

Bride FACTORY

Mass Media Portrayals of Women and Weddings



ERIKA ENGSTROM



Contents

<i>Acknowledgements</i>	vii
1. Introduction	1
2. From Princess Brides to Everyday Celebrities	39
3. The Bridal Media Milieu	83
4. Creating the Perfect Bride	117
5. Working the Part: Bride as Actor	155
6. Alternative Brides and Grooms	191
7. Modern Women, Traditional Brides	231
8. Conclusion	256
<i>References</i>	265
<i>Index</i>	283