

women in tents dressing the wounds of the soldiers, they are represented as a symbol in the sky instead. This maintains the motherly image by not portraying these women as being too independent or too brave. They are simply the caretakers for the courageous soldiers.

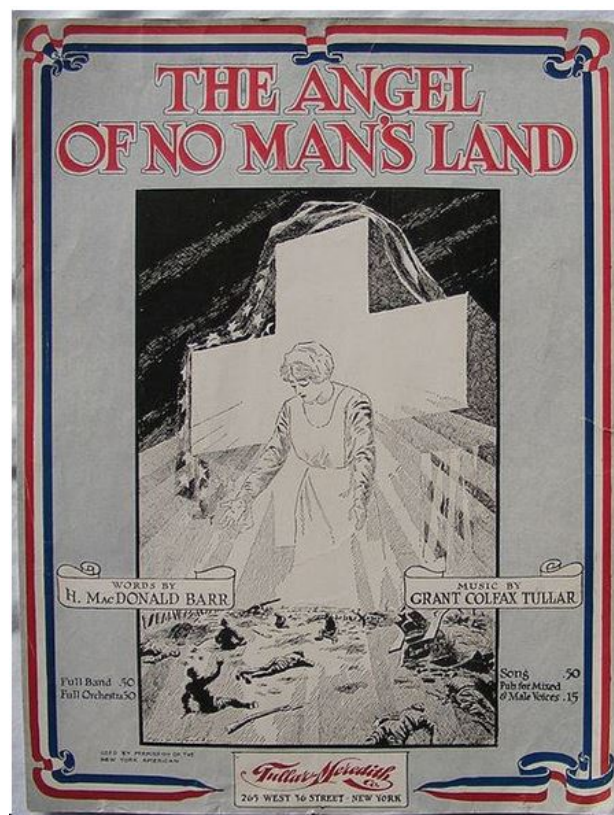
The role of women in America during this period was still mostly one of subservience, despite the fact that some progress had been made during the suffrage movement. Most women were still expected to cook, clean, and take care of the children while the husband was at work. In order for the men to regain their jobs and status as the “bread-winners” of the household, they also had to transition the women back into a life of domesticity. Sheet music and artwork such as this were most likely created in order to implant the ideas of domestic life back into the minds of American women. They wanted to remind the women that before they were working in the factories and supporting the war effort, they were at home cleaning and taking care of the children. In order to achieve this, the artist had to invoke as many aspects of the “ideal woman” as he possibly could. Even the kind features on the nurse’s face seem to suggest that she is a mild-mannered, non-threatening, subservient female that complied with the conservative goals of most American men of that era.

It would seem that despite the new role the women of America had to shoulder during the First World War, they still had not completely made progress. The 19th amendment to the Constitution would be signed shortly after the end of the war, but it would take decades for women to truly begin to be treated more equally. Propaganda such as “The Angel of No Man’s Land” was littered with positive images in order to mask true intentions. While men appreciated the role of women in America during the First World War, many of them felt that women needed to relinquish this new feeling of independence and return to their domestic roles. In order to achieve this, artists and authors used themes such as religion, motherhood, and domesticity to try to convince the women of America to step down from their jobs and return to the kitchen.

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The strip of land between trenches occupied by opposing forces, or “no man’s land,” was considered the most dangerous territory for a soldier to be near during World War I. This drawing depicts an angelic nurse watching over the men on the battlefield. Her status as a caregiver as well as her open-armed posture exemplifies the motherly characteristics of the “ideal woman” of the early 1900s.

## The Bachelor Embraces the American Fairytale

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American society has come a long way over the years to a place where all are equal, but gender stereotypes are still very much alive and in some sense even embraced. Despite being constitutionally equal to

men, Women are not always viewed this way by society the reality television show, *The Bachelor*, is the best example of this inequality, proving that many women still prefer a fairytale ending of being saved by Prince Charming to equality in romantic relationships. On the show, “women agree beforehand to claim [the bachelor], sight unseen, as their ideal spouse.”[1] The bachelor has the absolute power in determining the outcome of the women’s future. “[B]y far the most successful of the group (and the model for the rest), ABC’s *The Bachelor*.”[2] Even in the spin-off series *The Bachelorette*, when the roles are reversed and the woman holds the power, weak audience ratings make it clear that society is not as accepting of a “Princess” Charming.

These are representative of the attitudes prevalent in reality dating shows and their views on the role of women. Additionally, “dating shows might suggest an appalling gallery of female stereotypes and a patriarchal, fairy-tale ethos.”[3] The success of *The Bachelor* provides ratings that women vie for the approval of a male and long for the male’s gaze, something women have tried to overcome for centuries, but perhaps the appeal of being the chosen one remains too engrained in society for women to completely reject it. Women are still objectified by men, but the objectification of men is not as readily accepted.

One possible explanation for society’s engrained idea that men should be the one in charge is a concept known as the separation of spheres. The separation of spheres is a concept made popular by Alexis de Toqueville, a French man who toured America. De Toqueville wrote an article, “How the Americans Understand the Equality of the Sexes” (1831), stating that the duties of men were different from those of women. These duties were the idea that the woman’s place was inside the home taking care of the children and doing the housework while the man was the one to leave the house and have a job outside the home. Her job was to make sure her husband was happy and cared for since he was the provider for the home.[4] Television shows of the 1950’s embraced this concept and portrayed women in this fashion.

Although legally, in America, men and women are equals, and women have worked hard to earn that right. At the beginning of America as a nation, Abigail Adams wrote, “If particular care and attention is not paid to the Ladies we are determined to foment a Rebellion, and will not hold ourselves bound by an Laws in which we have no voice, or Representation.”[5] Her words

would prove prophetic. The Nineteenth Amendment gave women the right to vote in 1919. The twentieth century saw women gradually became part of the workforce when men went off to war in World War II and later moved slowly to being accepted to higher education. In 1972 The Title IX made it illegal to discriminate in schools based on gender. Women have come a long way to earn the right to hold the same jobs, receive the same pay, and achieve the same level of education that men have. Yet, despite legal advances, one place women struggled to be portrayed as equals is on television.

The role of women on reality television has not had quite as drastic changes as they have in the legal sense. One of the first reality television shows that featured women was *Queen for a Day*, which began on the radio in 1945 and moved to television and ran until 1964. In this show, contestants told their heart-wrenching problems on air to compete for a prize and the title of “Queen.” Because the audience voted for the “queen” using an “applause meter”, the woman with the saddest story usually was the winner. The show came out of World War II and people began to become very materialistic.[6] “At the time, *Queen for a Day*, served as a modern day rags-to-riches reality show.”[7] These women were shown almost to see who could be the most desperate and who had the most pathetic situation. “The winner was crowned *Queen for a Day*. The selected queen was dramatically adorned with a crown, robe, and roses.”[8] The concept of helping the winning woman to be could be crowned “*Queen for a day*”, feeds into the idea that there was no show called “*King for a Day*”, because men are treated like kings every day. The women are the ones who deserve only a day.

The next big show to emphasize stereotypical women on television was the sitcom *I Love Lucy*. This show embraced the concept of Separation of Spheres. In this show, Lucy and Ethel try desperately to make something of themselves, but always end up in trouble when they try to do jobs outside the home. On one specific episode Lucy and Ethel try to get jobs in a chocolate factory but the conveyor belt carrying the chocolates moves too fast and the women end up stuffing chocolate anywhere they can in order for it to not pass by them. In another episode Lucy appears in a television commercial for a new medicine but the medicine makes her intoxicated and she can’t do the commercial properly after practicing it too many times.[9] These two examples show the viewers that women are not meant to work outside the home. The women’s

place is in the home and the men's place is in the workforce. When Lucy leaves the house, chaos ensues. The show exemplifies the idea of the separation of the spheres. I Love Lucy was a show that embraced separation of spheres in the 1950s.

While Lucille Ball played a character that always managed to get in trouble and relied greatly on her husband, it was Ball who was the producer and star of I Love Lucy. "In an era when women were expected to play traditionally roles as housewives and mothers, Bal created a female character who constantly tried to become more independent and add some excitement to her life." [10] The question remains why would Lucille Ball portray herself as a character to be mocked when she had the say in how the show played out. Perhaps it is because the view of women at the time was that the man was the head of the house hold and in order for her show to be a success, the show had to follow the stereotypes. "Although Lucy Ricardo's struggles always had humorous results, Lucille ball's career as an actress, producer, and president of a major television studio stood as a real-life example for American women." [11] The show gained great success, and the show followed the separation of spheres. Lucille Ball really represented the "American Dream", in which she worked her way up to being a successful woman in Hollywood.

In America there is a myth of the "American Dream", which goes along with Horatio Alger's myth. This is the idea that if a person works hard, then he can become somebody, achieve his dream and make something of his life. This is the myth of individual opportunity. Each person is judged on merit and has a fair opportunity to develop these merits. All that is needed is hard work and common sense. [12] This is the type of dream that children in America grow up with. Their parents tell them that when they grow up they can be anything they want to be if they work hard. Horatio Alger's myth is not the only myth children learn about, they are read and told about fairy tales, and how these fairy tales are shown in Disney movies.

American children, as well as children around the world, are raised on fairy tales with a "happily ever after" ending in mind and something to strive for. The American dream is instilled in their minds through these fairy tales, creating the happily ever after. This develops gender roles in the minds of children, which affects the ability for men and women to be equal. Since children are very impressionable, these stories have a large impact on them. "Millions of women must surely have

formed their psycho-sexual self-concepts and their ideas of what they could or could not accomplish, what sort of behavior would be rewarded, and of the nature of reward itself, in part from their favorite fairy tales." [13] The natural way of these children fairy tales is for the prince to rescue the princess. The Bachelor is shown in a positive light while all the women trying to impress him are shown as emotional and not as well put together. He is the prince waiting to rescue his princess. This is a normal order of dating and the way relationships should come about.

These stories portray women as 'weak, submissive, dependent, and self-sacrificing while men are powerful, active, and dominant.' Fairy tales define women as beautiful objects, powerless to alter the events in their lives, while fairy tale men are powerful agents of their own destiny (39). [14]

The Bachelor is an extreme example of the gender roles accepted by society and the roles that are so ingrained in society that it is difficult for men and women to be true equals. In an article written by Leslee Kuykendal and Brian Sturm, they state, "The cultural norms represented in fairy tales play a large part in the socialization processes of the child who read about them." [15] The women on The Bachelor and the woman on The Bachelorette often refer to the events and the show as a fairy tale and the search for Prince Charming.

"Researchers concluded that repeated exposure to the stereotyped images of gender was likely to have detrimental effect on the development of a child's self-esteem as well as his perceptions of his own and others' abilities and potential." [16] With this in mind, it is understandable that women cannot get past this idea of the search for Prince Charming that will rescue her and give her a better life. These two reality television shows reinforce this view that society has, because The Bachelor has such high ratings and great success while The Bachelorette struggles for viewers. The Bachelor is an example of the normal gender roles society accepts.

The television shows themselves are full of imagery that embodies the elements of a fairy tale. The season starts off with the women arriving in a limousine in which they pull up to a mansion to be greeted by the handsome "prince". He is dressed in a suit and the girls are dressed in evening gowns. One by one they get out of the limousine and meet the bachelor for the first time, hoping to make a good impression. He greets them with a hug and occasionally quite literally sweeps the girls off their feet. The women who are able to remain are one step closer to acquiring their Prince Charming. Once all



the women have met the bachelor, he comes into the mansion and has mini dates with the women. The dates are unstructured and other women often step in when another is trying to make an impression. At this point, it is all about which woman can out do the others and make the best first impression. On the first episode of multiple seasons, the girls constantly cut in on one another when they are trying to have their time with the new bachelor and make the best impression.[17] Then they move on to the rose ceremony.[18]

Both *The Bachelor* and *The Bachelorette* rely greatly on a rose ceremony, which is a direct connection to fairy tales. “The Bachelor climaxes with the ‘rose ceremony,’ in which the bachelor selects his top picks by offering them roses.”[19] In the first episode of each season, there is the first impression rose that all the contestants are vying for. “The ceremony gives the women very little power, reducing them to waiting on their man, and to being given identity via the bachelor’s gaze.”[20] At the end of every episode, contestants are eliminated as a possible perfect match. “A dialogic reading of the seemingly patriarchal rose ceremony, therefore, would observe that the tension and discomfort of a public dumping ceremony may dominate many viewers’ experience of this set-piece.”[21] Those that are able to stay on the show are called down one by one to receive a rose, which means these contestants will continue to try to be the perfect match for the bachelor. The rose symbolizes more than just moving on, it has a deeper meaning attached to all red roses. Dean Tersigni states, “Red roses are given to those who you want to show love and passion, people who you have great respect for, and those who have shown great courage... a single red rose shows love.”[22] With a rose symbolizing more than a simple gesture or a simple flower, this ceremony is of great importance because the rose is a love symbol and stands for hope that these contestants still stand a chance at their happily ever after.

Roses play a large role in fairy tales such as *Beauty and the Beast*. In *Beauty and the Beast*, the prince is cursed and turned into a beast. The condition of the curse is for the beast to learn to love someone and be loved before the last petal of the rose falls in order for the curse to be broken. At the dramatic ending Belle breaks the curse right before the last petal falls and right before the Beast dies. Again, this rose symbolizes love and the ability to find someone to love who will love you back. This story would not have had the same feeling had the flower been of a different type

rather than a red rose. There is a cultural myth that the red rose stands for love, which is why women adore them so much and why each woman feels special when she receives one on *The Bachelor*, even though she isn’t the only one accepting the rose.

Although both shows rely on the rose ceremony, *The Bachelor*’s ceremony has greater success. The prince is saving his princess, and every girl wants to be saved. “The Bachelor serves as the archetypal example, offering all the accoutrements of modern-day fairy-tale romance, from evening gowns to extravagant dates.”[23] When the “princess” is the one in charge, choosing her prince, there isn’t as much of the fundamental fairy tale elements there.

Even their gender-flipping variants, such as *Cupid*, *The Bachelorette*, and *Average Joe*, often made the single female appear more desperate than the cool and collected men and they allowed the men considerably more power and agency in the process.[24] A woman in power is not necessarily seen as attractive in the eyes of society. Gender roles engrained in society prove that the men are to be the strong and powerful partner in a relationship to take care of the weak woman. “Those shows that rely heavily on a fairy-tale ethos can render women inevitable losers.”[25] The women give up part of their power and identity for the sole purpose of winning over the bachelor and to be the chosen one. “...Man eventually chooses her above all other suitors, thereby validating her as a person, completing her, rescuing her from a humdrum life, and giving her the chance to become a princess of Reality TV-Land.”[26] To be the chosen one feels as though a person has great worth and self-satisfaction over having the power to choose.

Reality television in general allows the viewers to have a connection to the cast and to allow them to be relatable.

What ties together all the various formats of the reality TV genre is their professed abilities to more fully provide viewers an unmediated, voyeuristic, and yet often playful look into what might be called the ‘entertaining real.’ This fixation with ‘authentic’ personalities, situations, problems, and narratives is considered to be reality TV’s primary distinction from fictional television and also its primary selling point.[27] *The Bachelor* is no different from any other reality television show in this sense. Love is a complicated subject in the lives of people. People strive to find that one person who is the perfect match and can lead to that fairy tale life they have always read and dreamt about. Other shows, such as *Say Yes to the Dress*, put

a great emphasis on a person's wedding day. For this reason, *The Bachelor* mirrors society for the most part. There is the underlying fairy tale dream that starts in the mind of young girls in which they are told some day they will find a prince charming who will rescue them. Even when they grow up to find that these stories were make-believe, that dream never truly goes away. The idea that the viewer could very well be on the show or that the viewer has been in the same type of situation is what draws the audience. Watching the relationships develop between the bachelor and the contestants is a feeling most viewers can empathize with. Since dating and falling in love can be one of the most difficult and confusing parts of life but at the same time is so rewarding, it is a concept audiences love.

The audience watching the show becomes involved in the show by playing along. "Part of the "game" for the viewer at home lies in guessing who will win, such shows can actively encourage viewers to criticize the women's relative style and looks, hence adding considerable scrutiny to the voyeurism of the male gaze." [28] The male gaze has been a concept around for ages and one that society has not overcome. "The male gaze looks at a female person as an erotic or aesthetic object. The mass media, for example, promote women's bodies as objects of men's desires as a means to satisfy the male gaze." [29] As the name itself implies, it is a masculine concept, one that empowers men over women. [30]

The reality of reality is that as viewers, they feed into the ability to constantly watch the contestants behind the scenes and how they talk about the other women and how they treat each other. The audience gets wrapped up in not only what happens between the bachelor and the contestants but, how they act "behind the scene". "Female contestants criticizing each other in secret, and in doing so, they further establish a secondary sport of encouraging viewers, too, to criticize the women's looks." [31] If the contestants on the show talk poorly about one another, it influences the views of the audience and allows them to begin to create these negative and critical perceptions as well.

That being said, the effects of objectification of women and degradation of women, brings into question why women put themselves through the televised agony, for a chance to have Prince Charming choose them? In an article written by Stephanie Pappas, she states, "Numerous studies have found that feeling objectified is bad for women. Being ogled can make women do worse on math tests, and self-sexualization,

or scrutiny of one's own shape, is linked to body shame, eating disorders and poor mood." [32] *The Bachelor* clearly plays into this objectification of the contestants on the show. The contestants themselves do it to one another, giving more credibility to the idea of women being viewed for their appearance rather than who they are as a person. A study by Stephanie Pappas, shows our brains themselves perceive men as whole objects while women are interpreted in parts. [33] "There could be evolutionary reasons that men and women process female bodies differently, [Sarah] Gervais said, but because both genders do it, 'the media is probably a prime suspect.'" [34] This concept goes so far back in history and begins to take shape in the lives of children at such a young age; it truly is a part of American culture. Therefore, before jumping to conclusions that society has not progressed at all due to the stereotyping and gender roles that still exist, it is partially due to the advancement made in the media to this point that results in our inability to overcome objectification.

*The Bachelor* has such great ratings and acceptability because it is a relatable show. One of its greatest appeals is due to the fact that viewers at one point or another have been pursued or pursued someone. [35] While watching the show, it's easy to find someone to relate to. "ABC's *The Bachelor* (and the direct spin-off *The Bachelorette*) offered viewers the opportunity to see 25 single contestants vie for the romantic affections of a member of the opposite sex." [36] There is a gratification feeling that the audience experiences from this show because of the competition that goes on during the show. "This study identified one new gratification in reality television viewing: personal utility." [37] This concept is new to the reality television factors. As reality television has become more prominent in society and adjusting to the needs of the audiences to gain higher ratings, the study shows that the programs are aiming towards specific groups.

One possible explanation for the higher level of gratifications obtained for this factor might be that as reality programs have become more individualized and specific in terms of content, they no longer appeal to the wider audience they did at their inception. Reality programming may begin catering more and more niche groups and subgroups for ratings. In this, viewers may no longer be watching them as much for social utility, but to obtain gratifications on an individual or specialized level. [38]

In a study reported in *Journal of Broadcasting &*

Electronic Media, the people in the study reported 79.7% of people who watching The Bachelor/Bachelorette were women and only 44.1% of males watched them.[39] This evidence shows that women make up the majority of viewers that watch The Bachelor and therefore support what the show stands for. The fact that The Bachelor has greater ratings makes it evident that the show has personal utility and is more relatable and gratifying.

Furthermore, the show allows women to be torn down even when they are the main viewers and supporters of the show. Articles even describe the show as one that tears down women. One such article written by Joshua T.E. Kirchner, he states, "Who but sexists can tolerate a program whose aim is to portray women as objects to be sorted through for the purpose of finding a shiny one to keep as a wife? I cannot fathom why these women participate in such a show. Yet many more are addicted to watching it." [40] A man wrote this article and even he finds the way the women are displayed to be unacceptable. This raises the question of how society views women when reality shows are created to be relatable and reflect the lives of Americans.

In addition to the show degrading women and making them look fragile and weak, the show leads to the natural reaction of jealousy among the women on the show. "Just a week later on the ABC reality show... her ecstasy turned to agony. Fueled by envy, the once sweet and flirty dentist, 26, turned into an emotional wreck, threatening to walk out – and promos show her wreaking havoc on group dates in an upcoming episode." The contestant was later quoted in the article, Ashley H. said, "I had what I think to be a pretty normal reaction: a little bit of jealousy." [41] Indeed jealousy is a natural reaction to the situation, when 25 women are all after the same man. In the very first episode of season fifteen of The Bachelor, or any season at that, the girls are vying for the first impression rose as well as to continue to stay on the show, they become jealous of one another right away. The girls cut in on one another while they are trying to talk to The Bachelor and make a connection with Brad, the bachelor. Women willingly sign up to participate on The Bachelor, that shows these women as emotional beings who are unable to overcome jealousy even though it is evident in this situation.

However, when the roles are reverse on The Bachelorette, there is a double standard in the idea that a woman can be dating twenty-five guys at one time and be the one in power. "Initially, there was some concern

within ABC that having a woman be the hunter could leave some with the impression that the woman was easy." [42] The idea of a woman in power is not standard. "Relationships between men and women have been characterized, since their origins, by inequalities. This situation of inferiority in which women find themselves, both in their professional and personal relationship..." [43]

The idea that The Bachelor is a hit when it comes to ratings in the reality television dating shows genre, but The Bachelorette has had less viewers, lower ratings, and had a hiatus speaks for the actuality of viewers' opinions. This stereotype that the man has to be superior to the woman and that problems can arise when he feels inferior to the woman shows the inequalities that are alive in American society. "Finding [The Bachelor and Joe Millionaire] to contain a complex interplay of gender performance, fairy tale, unruly women, and camp vulgarity, [Jonathan] Gray argues that many viewers read these programs as carnivalesque, distancing themselves from the often repressive stereotypes of men, women, and romance that lie within." [44] The show is almost a satirical representation of how far people are willing to go in order to find prince charming. Some of the events on the show are hard to believe that a person would truly and willingly do them, making the producers play a role in the way the show is shaped and cut.

The power of those in charge such as producers and the effect they have on every day people was displayed in an experiment done by Stanley Milgram, a researcher at Yale. Milgram was inspired by the Holocaust and how authority figures effect people decided to see how far people were willing to go when told they must continue regardless of the pain of others. The study was influenced by the Cold War and how easily people are brain washed. In the experiment, a person was to question a person who was connected to an electric shock machine on the other side of the wall. Each time the person on the other side got the question wrong, the person being studied was to deliver a shock from the machine. Each time the voltage of the shock went up. When the person on the other side of the wall began to really scream and howl and ask for the experiment to be over, the person running the experiment told the one questioning the person on the other side of the wall that the experiment had to continue. Even when the person on the other side of the wall stopped answering, most likely due to the voltage killing them, the experiment went on. [45] The

experiment showed just how far people are willing to go when someone of authority tells them that it is okay to continue on and that it is necessary to keep going. In the same sense, that is exactly what *The Bachelor* is doing with these women.

On *The Bachelor*, it is as though the producers are testing just how far people are willing to go to find prince charming. How far are people willing to go in order to find “true love”? To an extent, these women are willing to give up their dignity and perhaps even morals, simply at a shot of winning over a man that they feel could give them the fairy tale ending that society has told them they need to find. Why does this fairy tale myth still live in the minds of American society in the twenty-first century when the country has developed and progressed in so many aspects. Reality television started off with shows like *Queen for a Day* and *I Love Lucy* and shifted to shows like *America’s Funniest Home Video* and *Cops* as a cheap way to entertain people and give real life events. Now reality television has progressed to shows that select people to be on the show and allow America to watch things progress between complete strangers including shows such as *The Real World*, *The Bachelor* and *The Bachelorette*.

The question is whether reality television has really progressed and what the shows tell about society. *The Bachelor* enforces inequality among the sexes, the extent to which people are willing to go to find love, and the engrained messages children receive from society about love. The main goal for the bachelor is to end with an engagement and for two people to fall in love and get married.

Additional support of the inequality of men and women is the way in which society treats a man who has many partners versus a woman who has multiple partners. The usual response to a man would be one in which he is congratulated or called “the man”. Where as a woman with the same reputation is usually called derogatory names and seen in a very negative light. In an article about *Cosmo Girl*, women are described in a negative light. “Wives and single women were depicted as shrews and ‘goldiggers,’ while bachelors were advised to pursue sex on a casual basis to avoid getting snared in a ‘long term contract.’”[46] The idea is that the woman should only be in search for her one and only while men should be testing the waters.

The show is also a blasphemous presentation of humanity’s nuptial vocation. It does away with that little thing called the sanctity of marriage in favor of a dramatic and thus ratings-seizing, money-grabbing

game show from which the protagonist receives a prize that might as well be a bundle of body parts with a personality.[47]

This adds into question the significance of marriage in American culture. Is it merely something to be achieved at all cost while at the same time losing its true significance? The emphasis seems to be on the idea of the fairy-tale ending, but the shift in society is a push to find the perfect match, when in the past people dated and eventually met that special someone. Now there are all sorts of media-outlets to help people find their perfect match such as dating websites. The fairy-tale is something to be achieved by all, but there are new ways of going about finding a prince and *The Bachelor* has evidence that audiences support this way of finding a match. However, there lies that double standard in which less of an audience supports *The Bachelorette* as a way of finding her match. The male is to be the strong and powerful one in charge of making the decision and choosing the princess in which he is to save.

American society has put an enormous amount of value on finding prince charming and having the perfect wedding day. “The U.S. bridal industry is estimated at between \$50 and \$70 billion annually; the potential for this market is huge.”[48] This statistic is proof of the extent in which people are willing to spend on a single day because this is supposed to be the happiest day of the couple’s lives and the day in which the woman is to feel like a true princess. She buys an expensive dress, has a huge extravagant place for a reception and invites everyone she knows.

In addition to gala weddings as portrayed in Hollywood films, various reality television programs have been added to the bridal media milieu. Focused on the experience of ordinary people in actual, unscripted environments, documentary-style wedding programs record couples’ efforts to escape their current habitus by creating the perfect wedding.[49]

The wedding day is often called the bride’s day and it is all about her on that day. The wedding is supposed to be about the couple on that day but often they are overlooked and the bride is the main focus of the day. This relates back to the idea of the show *Queen for a Day*. The bride receives a single day, however the groom will become the king of the house from here on out.

The wedding provides a venue in which women are still expected to show, and display to others, their femininity. The one day in which a woman, any woman, can be a star is her wedding day, and the reward for



adhering to a hegemony of femininity is a temporary status of being a celebrity..."[50]

No matter what day it is, the woman is looked at for beauty and objectified. These themes are rather outdated themes that are hard to believe they are should still alive in today's society but they are. Even when the roles are reversed in *The Bachelorette*, American society does not fully embrace it as well as they embrace *The Bachelor*.

Although the stereotyping of women is still alive in American society, the truth is that Americans are romantics. It is another trait that describes the customs. Fredrick Jackson Turner wrote a paper on the frontier in America, which later became known as the Turner Thesis. In this thesis he stated that Americans had certain tendencies or traits acquired from the frontier.

The presence and predominance of numerous cultural traits -- "that coarseness and strength combined with acuteness and acquisitiveness; that practical inventive turn of mind, quick to find expedients; that masterful grasp of material things... that restless, nervous energy; that dominant individualism" -- could all be attributed to the influence of the frontier.[51]

In the same way, the raising of American children on fairy tales including showing them Disney movies, creates a tendency to feel the desire to be rescued or to witness that happily ever after.

Reality television shows simply want to give the audience entertainment that resembles real life topics and situations. "And as long as viewers are willing to understand that not all that they see is real, and to live in the fantasy of the adventure, then networks will continue to air unscripted dating shows."[52] Reality television show is all about ways to draw in viewers at any cost. *The Bachelor* has great success in attracting viewers regardless of how the season ends or how the relationships turn out.

The fact that the couples never really stuck together, or all, didn't affect the ratings, either. As viewers began to realize that not everything on a reality show is real, but rather contrived or manipulated to meet a potential storyline, the pressure to create real-life couples became secondary to creating good drama.[53] The need for a happily ever after is ingrained in American society whether it is by being a contestant on *The Bachelor* or by watching and supporting the show, the need to be a part of the fairy tale is a significant part of American culture. Society has indeed progressed and become a more advanced civilization, but the fairy tale prince that saves his princess is the way children

are raised and is a part of the American myth. The prince saving the princess is the American dream and although it is a stereotype that should not have survived until this time it defines American traditions. *The Bachelor* goes well beyond the acceptable actions for finding prince charming, but mirrors the view society has on love and fairy tales. The American dream is to live happily ever after which, requires finding the perfect match.

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## Ritual Components of Black Friday

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Each year, just as the Halloween moon is setting, retailers are preparing for what has become the single highest grossing retail day in America, Black Friday. Throughout November, as stores are filling their stock rooms, shoppers from Connecticut to California are readying their lists and honing their bargain hunting skills, in preparation for the biggest shopping day of the year. The Christmas season, and its abundance of shopping, is typically seen as a boon for retailers and a well needed boost to a struggling economy.

For decades, shoppers wanting to get an early start on their holiday gift lists have ventured out the day following Thanksgiving, colloquially called Black Friday; however, it has been within the last 10-years, that this day has become the key focus for consumers and retailers alike during the Christmas buying season. Millions of people have shifted their holiday preparations