Dragon-slayers and Jealous Rats: The Gendered Self in Contemporary Self-help Manuals
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ABSTRACT

This article traces two broad discourses concerning gender in a selection of relationship manuals from 1974 to 2004. On the one hand are manuals promoting traditional gender roles, and on the other are those that promote financial and emotional independence for women. In contrast to other analyses, I argue that these approaches cannot be categorised into a simplistic dichotomy of ‘feminist’ and ‘patriarchal,’ but that they are better understood as being bound up with conservative and liberal discourses of the self. I further demonstrate that these approaches both assume and require types of self that are somewhat removed from their historical antecedents and should be understood as neo variants.

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Can't I read stallion novels anymore?! [TN: genre with OP protag & harem] Shen Yuan is reborn into a young man and scum villain destined to die, Shen Qingqiu. But it must be known that the original Shen Qingqiu was sliced alive by his disciple, Luo Binghe, into a human stick! A human stick! Shen Qingqiu's heart is a full herd of grass mud horses running full tilt, yet: “It's not like I don't want to hug this main character's thighs, but who let this fucking man be so black. The revenge that needs to be taken is some thousands of deeds! Why is all the romance that should be going to the wom