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## Discussion of Female Genital Fashioning Practices in Cosmopolitan and Cleo Magazines

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Recent studies have demonstrated an increase in women's engagement with practices of genital modification, such as Brazilian waxing and female genital cosmetic surgery. Such practices may be understood to aid in the social construction of the body and provide insight into contemporary conceptualisations of femininity. A reading of the popular women's magazines, *Cosmopolitan Australia* and *Cleo*, provide an understanding of the way in which female genitalia and associated modification practices are communicated to women. An inductive method of thematic analysis was utilised to examine *Cleo* and *Cosmopolitan*'s editorial and advertisement content from the period January 2014 to January 2015. Overall, *Cosmopolitan* advocated acceptance of diverse genital appearance whilst simultaneously situating practices of genital modification, such as pubic depilation, as normative. Genital fashioning emerged within *Cleo* magazine as increasingly necessary when the body was likely to be on public display. Post-feminist discourses were employed, positioning genital grooming as a practice chosen to enhance female's sexual confidence and preparedness. However, female genitalia was also associated with shame, often resultant from the display of unfashioned genitalia, suggesting the use of modification practices as a means to mitigate shame and produce the body in accordance with socially constructed understandings of genital appearance norms.