



The Viagra Ad Venture: Masculinity, Media, and the Performance of Sexual Health

By Jay Baglia

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Since the FDA approved Viagra in March 1998, the «little blue pill» has been prescribed to over twenty million men. *The Viagra Ad Venture: Masculinity, Media, and the Performance of Sexual Health* chronicles the story of Viagra as reported in our nation's news outlets and promoted by Pfizer Pharmaceutical's marketing materials. In this critical discourse analysis, author Jay Baglia uses feminist and performance theory to uncover the meaning of Viagra and its relationship to performances of masculinity. At stake are the ways in which we construct normalcy, particularly as it relates to health, sexuality, gender, and the body. This book fits well in a variety of classes including gender studies, media studies, research methods, feminist theory, human sexuality, and health communication.

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Editorial Review

Review

The Viagra Ad Venture: Masculinity, Media, and the Performance of Sexual Health was selected as the 2012 "Distinguished Book." This award is given by the Health Communication Division of the National Communication Association. In order for a book to be eligible for this award it has to have published for "at least five years in order to provide sufficient time to evaluate its long-term impact."

About the Author

Jay Baglia is an Assistant Professor in the College of Communication at DePaul University in Chicago. He teaches courses in gender and communication, health communication, and performance studies. Originally from New Milford, Connecticut, he received both his M.A. and Ph.D. in Communication from the University of South Florida in Tampa, Florida. He is currently co-editing a volume of pregnancy loss narratives which will be published in the Spring of 2014.

Users Review

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