

## Abstract Trends project: Joest, Annika

### **Global Supermothers and Superfathers: A New Transcultural Trend in the Popular Media?**

The project analyses the depiction of mothers and fathers in popular media, especially in lifestyle magazines, women's magazines, and on popular websites. It hopes to trace the transcultural travel constructions and/or deconstructions of global "superparents" have made over the past ten years in selected countries (namely Germany, Great Britain, USA, China, Taiwan and India). Over the last 10 years media coverage on mothers - especially celebrity mothers, pregnancy and education - has intensified significantly. Discussions if the celebrities are able to make "good parents" are omnipresent and devoured by committed readers. Moreover, discussions, both in society and politics, about families and the status of mothers and fathers can be found more readily than ever before. Parenting and parenthood are "trendy" and popular media around the world have been crucial in the creation, promotion, and reflection of this development. By comparing both international and home-grown popular media I will ask: Where, when, and why does this trend develop? How do the characteristics of "supermothers" and "superfathers" change over the course of their global journey? Can this trend and its success be measured? Can and should we speak of global trends? Or are those trends we perceive as "global" actually local trends that have been attributed "global" character in order to meet the aspirations and demands of their consumers and followers?