

Hartmann, Kris Vera (2021): Pill Power Discourse. Hormonal contraception in the (post-) fordist deployment of sexuality. Opladen, Berlin & Toronto: Budrich Academic Press. DOI: 10.3224/96665020 [translated; work is in German]

Brief outline [translated]

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Abstract

How has the contraceptive pill developed in Germany from a politicized to a normalized technology? This study examines the various historical discourses on the Pill in the mass media of the FRG from 1958 to 1989 and analyzes how the Pill as a material objectification was entangled in social power relations, standardization efforts and ideas of emancipation. By means of the combination of, among others, neo-Malthusian, psychoanalytical and feminist specialized discourses in journalistic interdiscourse, it will

be shown how the object of discourse, the pill, was constantly re-formed and how different meanings unfolded in the process.

From dispositive-analytical perspective, this development is placed and reflected in the historical-political context of the transition from a Fordist to a post-Fordist social formation. On a theoretical level, the work thus contributes to the connection of a gender-theoretically informed approach to regulation with the discourse and deployment theory oriented on the work of Michel Foucault and the further development of the concept of the deployment of sexuality.