# Denise Van Outen@ Natalie Cassidy

# Changing face of childbirth: Influence of the media.

# Modern Media

# Before and After

"yummy mummy"

"too posh to **push!**"

"the **gorier** the better"

Robotham, 2001

# Informed consent or coerced compliance?

# Conflicting Advice

# Two Tribes?

*‘I didn’t want any surprises. Honestly, I didn’t want any tearing. I had heard horror stories of women going in and having to have an emergency c-section anyway. The hardest part was deciding on his birthday’*

SCHAFER, J., 2010. *Celebrity baby scoop.* [online] New Jersey: Celebrity Baby Scoop. Available from: http://celebritybabyscoop.com/2010/04/16/celebrities-who-chose-natural-vs-c-section-births [Accessed November 12th 2010]

*‘Natural birth didn’t hurt in the slightest’*

ROXBY, P., 2010. *Breastfeeding should be 'the law', says supermodel.* [online] London: BBC News. Available from:http://www.bbc.co.uk/news/health-10851615 [Accessed November 12th 2010]

# Which Reality ?

Vs

# Modern Media

## Help or hindrance to Mothers?

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