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### **Female Identities in Women's Magazines**

The role of women at home, in society and at work was under enormous pressure during this decade. This led to numerous different lifestyle options being offered through women's magazines of the time. Women were simultaneously represented as traditional homemakers with housewifery skills of baking and home crafts and also as working women, demanding equal pay and rights and relying on convenience foods for fast meals after a day's work. These vastly different representations of women, with their roots in different types of feminist politics, were in evidence in mainstream magazines such as *Woman's Own*, as well as in more radical feminist publications like *Spare Rib*. This paper will explore these different representations of femininity with attention to the codes of visual style attached not just to the magazine itself, i.e. the modes of food presentation and fashion styling, but to the stereotypical role models, such as working woman or earthmother offered to women across a number of magazines.