



Fashioning and Re-Fashioning:
MORMON
women in the
BLOGOSPHERE

Allegra W. Smith
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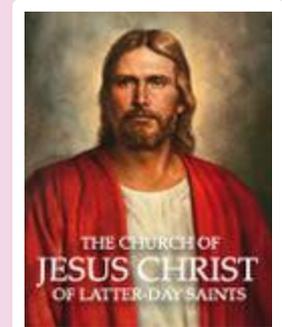
Methods

- Literature review
 - Little scholarly work on Mormon women and the Internet
 - Framed by general literature on Mormonism, blogging/faith
- Blog review
 - Examined posts from nearly 50 blogs
 - Research ongoing



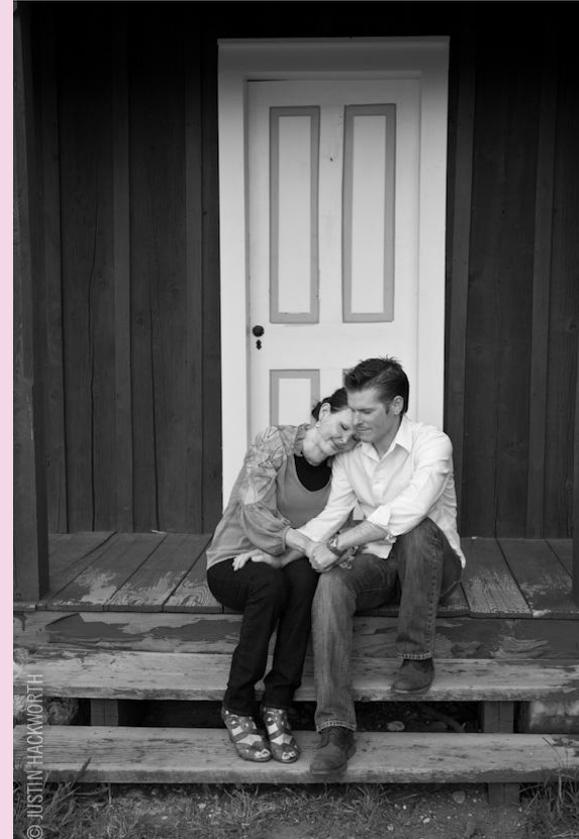
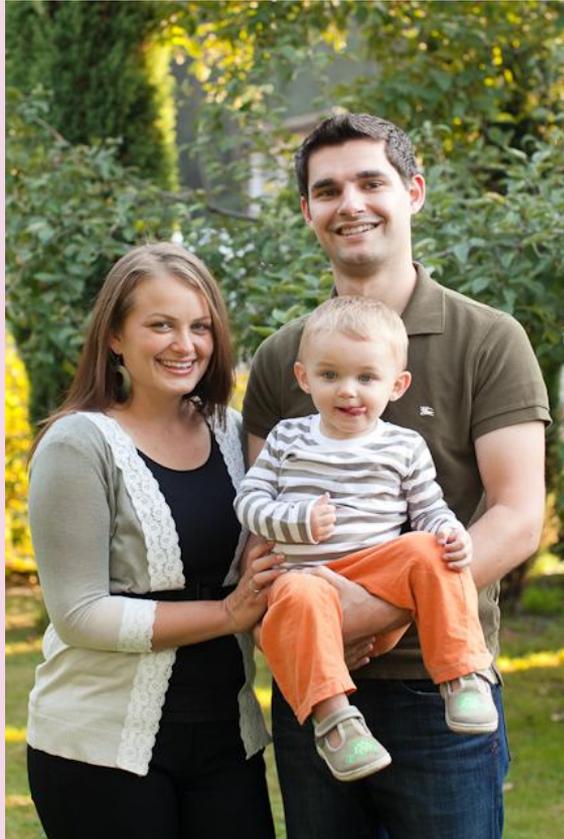
Mormon Women and Blogs

- Journaling as an LDS faith practice
- Church encouragement in the early 2000s creates “The Bloggernacle”
- Faith is foremost: visible on the blog





I: Marriage and the Sexual Division of Labor



Jenna Cole of *That Wife*, Stephanie Nielson of *The Nie Nie Dialogues*



Courtship and Marriage

- DTR: Define the Relationship
 - Young LDS encouraged to “date to marry”
- Emphasis on early marriage
 - “It is unwise to always delay marrying so one can reach a vocational or financial or emotional status of independence”
 - Victor L. Brown, former Bishop



Courtship and Marriage

- Lack of women who aren't married or looking to marry
- Emphasis on separate roles for men, women
 - Jenna Cole writes about god-given gender roles: man as breadwinner, woman as nurturer
- Growing movement of wives who bring in household income while husbands pursue higher education



II: Mommy Blogs and Childbearing

- “If you deliberately choose to avoid marriage and children... I’m not really sure you got the memo about the purpose of life and [the LDS Church] is probably not the right church for you”
– Jenna Cole of *That Wife*
- Women share stories of childrearing, homemaking
- Provides opportunity for two-way communication



III: Mormon Fashion Blogs



Elaine Hearn of *Clothed Much?*, Kristine Consador Biggs of *Kristine or Polly*, Kathryn Bingham of *Kitsune-Kun*



Fashion Blogs

- “On blogs that are not directly religious in nature... some entries are clearly marked by religious practice and influenced by spiritual beliefs”
 - “The Chronicles of Me: Blogging as a Religious Practice” (Cheong, Halavais and Kwong)
- Mormon modesty in apparel, accessories, grooming
- Feminine gender performance



Fashion Blogs

- “Wearing one’s garments”
 - Literal: wearing the temple garment under one’s outer clothing
 - Figurative: adheres to Mormon scriptures and doctrine
- A Mormon woman who wears her garments is pure of body and soul
- Not wearing the temple garment is denying one’s own Mormonism



How is this significant?

- Construction and reconstruction of Mormon identities
- Providing insight into a uniquely American religious tradition
 - (that is branching out globally)
- Firsthand look at the evolution of a faith tradition
 - Mormonism had its genesis less than 200 years ago!



Questions?

(and thank you for listening!)