

Motherhood Medicalization and Marketing: From Media Frames to Women's Decisions

Authors : Leila Mohammadi

Abstract : This article discusses the technology of social egg freezing in the context of existing literature on medicalization, motherhood, and marketing. The social egg freezing technique offers to preserve some healthy eggs for age-related fertility decline in the future. The study draws on a qualitative analysis and participants observation of media publications, including text, images, or audio-visual about social egg freezing technology and postpone maternity, to identify and compare their communication strategies from a framing theory perspective. Using 442 surveys and 158 pieces of publications in Spanish media, this study demonstrated that the narratives used by these publications and their structures follow a marketing objective to medicalize motherhood. Within these frames, the market of preserving fertility is cast to show compassion and concern about women. In the opinion of participants, egg freezing technology liberates, empowers, and automates women from patriarchal control, and also gives them the responsibility of taking care of their body and reproductive system. This study showed this opinion is significantly influenced by media and their communication strategies supported by providers of this business.

Keywords : motherhood, social egg freezing, medicalization, marketing, media frames, fertility, assisted reproductive system

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