Chapter 10 covers the service provision system for pregnant and newly delivered mothers in the United Kingdom, noting deficiencies and suggestions for improving primary and secondary care. Research about the efficacy and acceptability of mother–baby units (which do not exist at this level in the United States), indicates that they are the preferred setting for mothers with mental disorders. The authors identify ideal skills of perinatal psychiatrists: medico-legal expertise, ability to liaise with multidisciplinary staff, and awareness of possible "counter-transferential reactions" to mothers. Chapter 11 provides theoretical sociological and anthropological coverage of ethno-cultural perspectives on childbirth and mothering.

Overall, this book provides an integrative approach that will appeal to researchers and clinicians alike. Although inconsistent from chapter to chapter regarding format and clarity of writing (including detail, conclusions, and research/clinical balance), the book is quite readable and useful as a reference. Some chapters (4 and 5) provide excellent visual aids (tables, flow charts) and user-friendly components such as recommended websites (Chapter 3). More of these extras would have been helpful. For an American audience, given the tremendous cultural, economic, and health care policy and practice differences between the United States and the United Kingdom, the proposed service recommendations have more limited applicability to a typical American patient, service provider, or health care facility.

From both applied and research perspectives, this book is an important and substantial addition to the field of perinatal psychiatry. Perinatal mental health is examined from every angle to help practitioners provide the best and appropriately specialized care for women surrounding childbirth. Refreshingly, while systematically reviewing the most current knowledge, the authors remain careful to recognize the whole individual (brain and mind, body and psyche) within a sociocultural context. Employing empirical data and their own experiences as references, the authors make a strong case for improving services and conducting research relevant to women with perinatal psychiatric disorders. Consequently, they not only raise awareness and expand the knowledge base about these women and their families, but also advocate for them.

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## THE MEDIA DELUGE ON BOYS AND WHAT TO DO ABOUT IT

*Packaging Boyhood: Saving Our Sons From Superheroes, Slackers, and Other Media Stereotypes*. LYN MIKEL BROWN, SHARON LAMB, & MARK TAPPAN. New York: St. Martin's Press, 2009. 320 pp., $25.99 (hardcover) ISBN: 9780312379391.

A significant amount of toxicity emerges every day from television, movies, video games, music, the Internet, and other media, and we have decades of research demonstrating the harm it causes in terms of heightened epidemiologies of violence, eating disorders, depression, obesity, and other problems. At the same time, the occasional positive message emerges, and the potential for mass media to encourage prosocial behavior seems woefully undeveloped. Media produces a great deal of social pressure, and it is difficult to resist a pressure that one cannot name.

In *Packaging Boyhood*, the authors thus set out to name these pressures—to provide a seemingly exhaustive account of both positive and negative media influences and to guide parents in helping their sons negotiate a formidable set of cultural messages. (Lamb and Brown did the same for girls with their 2006 work *Packaging Girlhood.*) Whether it is television, movies, music, clothing, toys, or video games, corporations attempt to separate dollars from boys and their parents, creating a fierce market competition. It is not surprising that much of this attempt to sell is gender specific, both catering to and reinforcing widely held masculine stereotypes. The belief that boys and girls are fundamentally different and the rampant antifeminine nature of cultural masculinity in which the worst thing for a boy is to be "girlish" are nearly ubiquitously used to sell products associated with being a "real boy."

The experience of reading this book seemed parallel to that of being an adolescent boy in the United States—product after product is described, resulting in an aggregate of influences that overwhelm consumers and potential consumers. The authors begin by describing what most of these products have in common: that boys and men are morally and physically (but not emotionally or relationally) courageous and self-assured characters who love action, adventure, independence, sex (only with females, of course), sports, technology, and crass humor. At the same time, we have seen an increase in the "slacker" image (the buffoonish narcissist) that celebrates detachment, aloofness, and the anti-intellectual "too cool for school" persona. It is no

wonder that so many young boys care more about the backboard than the blackboard.

The authors' descriptions of clothing, commercials, television, movies, and video games demonstrate how early the parade of masculine images begins, from shirts that say "chicks dig me" and "playground pimp" for neonates to highly sexualized commercials aimed at prepubescent boys, books with violent male heroes (intended for very early readers), and hypermuscular action figures. Most of these products are replete with the messages that "girls who are smart are annoying and controlling. Boys who are smart are sissies or nerds. Bad for girls. Bad for boys" (p. 148). Because the effects of media violence are especially destructive, it is disturbing that most physical aggression in movies, television, and video games is perpetrated by male characters, most dangerously the "good guys" (i.e., the characters with whom viewers are most likely to identify) who use violence instrumentally. Additionally, violence aimed at very young viewers is often depicted in humorous context. Stories about boys and men who solve problems using alternative conflict resolution strategies are all but absent.

There is some good news among all of this psychic pollution. The authors describe books that have complex characters and few stereotypes, movies and television shows with prosocial messages, and toys that teach important skills and do not depend on separation of the sexes. The book is prescriptive in addition to being descriptive. Attending to developmental level, the authors make suggestions about shielding boys of young ages from specific media, and importantly, about how to talk to one's son about what kinds of messages are contained in the media he watches either alone or with a parent. From these conversations, boys can learn to ask critical questions: What else could the hero have done besides kill or hurt somebody? What makes meanness or apathy funny? How are the stories we see different from real life? Or, in other words, what healthy stories are being censored by the marketplace? Overall, *Packaging Boyhood* is well worth the time for professionals who want to understand cultural masculinity, but, more importantly, for parents who want to help their sons learn to resist gender pressure when it conflicts with their life goals or hurts another person.

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## RELEASING THE VINDICATED EVE

*The Woman Within: A Psychoanalytic Essay on Femininity*. RAFAEL E. LOPEZ-CORVO. London: Karnac Books, 2009. 144 pp., $26.95 (paperback) ISBN: 9781855756946.

This quirky, short book is a utopian polemic—an intellectual joyride the author takes without benefit of references or clinical and research evidence. It takes the reader through wild swings of a psychoanalytically informed imagination about women, men, religion, God, the future, biology, and the meanings of alchemy, cosmetic surgery, women's shopping, and various other topics, both arcane and accessible. It admittedly is rooted in psychoanalytic thinking, accepting some basic psychoanalytic ideas (e.g., the primacy of early attachments, especially to the mother, and the concept of the Oedipus complex—although quite thoroughly reinterpreted). However, it represents psychoanalysis as practiced by one who allows himself to wander across the entire cultural, historical, and sociological landscape to talk uncritically about whatever pet social, religious, political, and cultural trends have caught his eye. Some of his observations are interesting (e.g., the lessening of women's "masochism" with cultural changes and increased scientific knowledge); others are outrageous (e.g., his dismissal of "the rise of homosexuality" as a threat to the family and even to the species); some are either irrelevant or just plain way-out (e.g., British soccer fans rioting in a murderous masculine reaction to being led by two women: the Queen and Mrs. Thatcher; his theories about how Jesus's body was concealed after his death and about alchemy as a reversal of the primal injury of finding that feces are not gold); and a few are patently misinformed (e.g., his mistelling the tale of the discovery of penicillin).

Still, there are nuggets of pure gold in the essay. His basic point is that women have tremendous power due to "imprinting," his term for the primary and unavoidable attachment all human beings have to their mothers (who, of course, are young women, underscoring the reason why youth is so valued). But women have learned, through guilt resulting from their domination by men, to repress their knowledge of this power. As women retrieve this knowledge of their power in years to come (aided in large measure by science, which helps them, among other things, to know their visually inaccessible sex organs), they will possess a source of inner strength, allowing them to transcend their earlier remorse and find their true inner values. However, the author does not stop here; rather, he writes of women then bringing about a Paradise on earth that has previously never existed.

As my review suggests, the book is as romantic as a book can be when it is unburdened by data. It is also maddening in its repetitiousness, its idiosyncratic use of