

one of a group of films about
WORKING MOTHERS

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Challenge for Change
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“...and they lived Happily Ever After”

16mm Color
Screening Time: 12 minutes



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“...and they lived Happily Ever After”

What are our expectations of adult life? For girls becoming women, marriage is still the primary expectation.

And what are our expectations of marriage? Force fed by advertising in every medium, we seem to develop an impression of honeymoons and vacations with light housekeeping in between and of course, a couple of healthy, happy children. Yet, a third of married women are working outside the home, and an ever-increasing proportion of marriages end in early separation.

Do girls tend to grow up thinking, “I’ll be somebody when I become Mrs. somebody Else?” Does marriage help us find our identity?

How well does advertising reflect the marriages you know?

Why do we continue to think of the nuclear family as “the basic unit of society”?

Does this assumption contribute to economic hardships for the quarter of a million single-parent families?
For women in general?

How do we prepare our girls and boys for the responsibility of child-rearing?

How does society pressure people to perceive themselves as “half a couple”? Is this healthy?

How could changes in advertising and media programming help our children “grow up before they get married”?

