From Sandwiches and Ice Cream to Swans and Sculptures: Father of the Bride 1950 Vs. 1991

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From Sandwiches and Ice Cream to Swans and Sculptures: 
*Father of the Bride 1950 vs. 1991*

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**ABSTRACT**

This presentation compares the ways various aspects of wedding planning were depicted in the 1950 version of *Father of the Bride*, starring Spencer Tracy and Elizabeth Taylor, and the 1991 version, which starred Steve Martin and Diane Keaton. Specifically, it discusses the changes in gender roles depicted by the main characters in each film, and the ways these gender roles influenced the consumption practices of these characters as they were involved in planning a major consumption ritual. Moreover, the way in which the films depict wedding planning and purchasing in general are also explored. This presentation draws upon material that will be published in Cele C. Otnes and Elizabeth Pleck (2002), tentatively titled *Cinderella Dream: The Wedding in Contemporary Consumer Culture*, by the University of California Press, and also describes the premise and contents of the book.