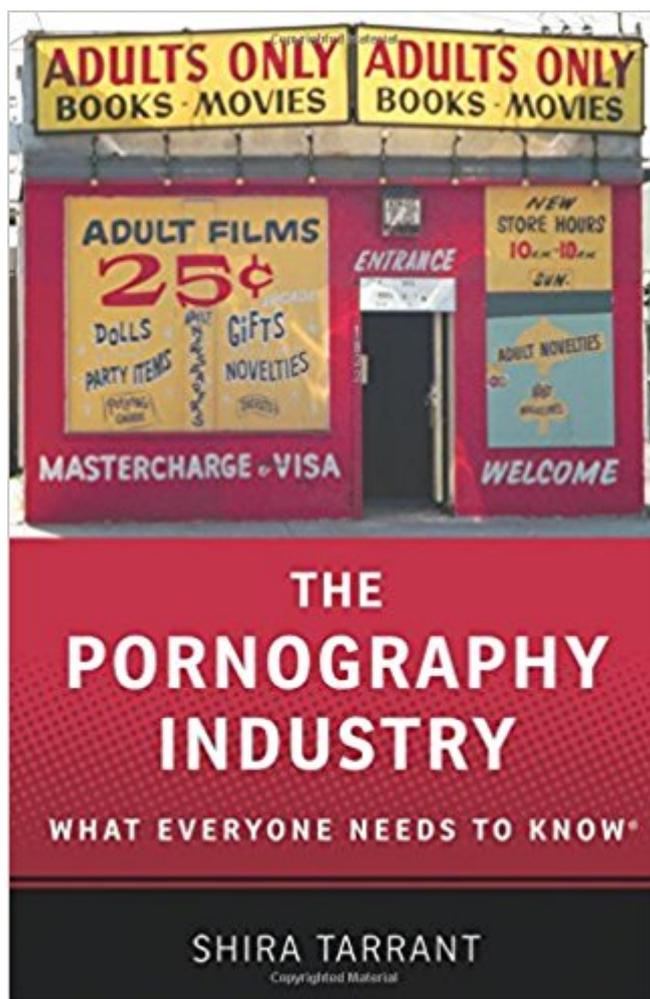


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The Pornography Industry: What Everyone Needs To Know



Synopsis

We may know pornography when we see it, but the business of pornography is a surprisingly elusive subject. Reliable figures about the industry are difficult to come by and widely disputed, but one matter that is hardly debatable is that pornography is a major and ubiquitous enterprise. Porn allegedly accounts for one-third of all internet traffic currently, though the data about actual consumption is unclear. Reports in recent years have suggested that 70 million individuals visit porn sites every week; that among viewers aged 18-24, women watch more porn than men; and that among middle-aged, white-collar workers, three-quarters of men and half of women have admitted to looking at pornography websites while at work. While debates and emotions around porn can run high, there is a crucial need for reliable information and rational conversation. In this book, Shira Tarrant parses the wide range of statistics that we have on the pornography industry, sorting myth from reality in an objective, fascinating and knowledgeable fashion. She looks at ongoing political controversies around the industry, the feminist porn wars, the views of the religious right, the history of pornography, landmark legal cases, and the latest in medical research. *The Pornography Industry* also explains the industry basics -who works in porn, why people become performers, how much they earn, and what happens on a porn set. It further delves into important questions such as: how many teenagers watch porn and should we worry about it? What is porn piracy and can it be stopped? What can the industry do about sexist and racist pornography? Does porn cause violence against women? Can people become addicted to porn? Is watching porn the same as infidelity? By presenting competing perspectives in an even-handed way, *The Pornography Industry* will enable readers to explore these provocative issues and make their own best decisions about the debates.

Book Information

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Customer Reviews

"The debate about porn is a minefield, a thick entanglement of moral, religious, political, feminist and libertarian concerns. As with a skein of wool, as each side pulls tighter on its strand, the knot gets tighter, positions ossify, and no one listens. The always insightful writer Shira Tarrant bravely steps into the debate with a calm, thorough discussion of every aspect of the porn industry. With a careful and assured grasp on the material, Tarrant guides the reader, shaking the skein gently, letting knots untangle and individual strands become clearer. The best primer on porn one can find."

--Michael Kimmel, Distinguished Professor of Sociology, Stony Brook University, and author of *Angry White Men* "The Pornography Industry offers an incredibly comprehensive examination of pornography - covering legal issues, political debates, performers, consumers, the porn industry, technological changes, and much more. Unlike some other books on pornography, Tarrant's analysis of these issues is consistently evidence-based, and the evidence presented challenges many of the conventional myths regarding the content of pornography and its effects on those who produce and consume it." --Ronald Weitzer, George Washington University, and author of *Legalizing Prostitution: From Illicit Vice to Lawful Business* "Pornography is a controversial topic that many people like to argue about-and even more people like to watch. Shira Tarrant has written an even-handed account of the legal, political, and social issues at stake. This important book provides an accessible overview of key concerns that face parents, educators, the curious, and the concerned." --Nadine Strossen, author of *Defending Pornography: Free Speech, Sex, and the Fight for Women's Rights* "Shira Tarrant has provided a wide-ranging, accessibly written primer on the modern pornography industry, answering questions many people want to know but are afraid-or don't know whom-to ask. She demystifies the business and humanizes the workers in it. Above all, Tarrant advocates for greater education about this rapidly changing industry, guiding readers in understanding its potential harms and benefits." --Carisa R. Showden, author of *Choices Women Make: Agency in Domestic Violence, Assisted Reproduction, and Sex Work*

Shira Tarrant is Professor of Women's, Gender and Sexuality Studies at California State University, Long Beach.

Excellent service! Highly recommend!

Good, quick overview. Well documented.

Nice point of view of the pornography Industry. Nice book.

as described, fast shipping.

OK

It could have been a good book, and it starts well, but by the middle of the book I felt exhausted with statistics, numbers, and endless lists of scholarly and philosophical angles to in-transcendent aspects of the industry. ("Does pornography mean that we are what we watch?"). More than a look inside the porn industry, it's more like a survey of current scholarly discussions about pornography and sometimes like a Kinsey report. "Is sexting a form of pornography?" "What are parental controls?" "What about porn in space?" (are you really interested in this?) I couldn't finish reading the book. Two stars for a good beginning and a boring second part.

It's no secret that pornography is more ubiquitous than ever. But it's also true that erotic art and writing have been around pretty much forever. So how did we get to where we are now, where porn is readily available anywhere there's an internet connection, and the industry generates billions in sales every year? Shira Tarrant explores the subject in *The Pornography Industry: What Everyone Needs to Know*. First of all, given that *The Pornography Industry* is published by Oxford University Press, I expected a more scholarly approach. However, it's part of OUP's "What Everyone Needs to Know" series, which, now that I look at the titles, sounds like their version of ". . . For Dummies" books. Tarrant's topical chapters are laid out in a Q&A format, giving brief explanations and answers to a variety of questions. This makes it an easy reference source, but on controversial topics or topics which have divisive positions, just as Tarrant got started with presenting both sides, the section ended. Although Tarrant skips over topics like a rock skipping across a pond, she at least deserves credit for bringing the reader's attention to some of these topics. Her subject is not frequently treated in an evenhanded manner. Most writing about pornography goes to one extreme or the other, defending it wholly, or calling for its prohibition. Suffice it to say that both sides are

guilty of exaggeration to make their points, or glossing over facts that don't support their position. Tarrant herself tends to gloss over the negatives of porn. She acknowledges that it can be harmful to relationships. She does not deny a link between sex trafficking and pornography. She notes the toll it can take on the performers, both physically and emotionally. Yet she tends toward a positive, nonjudgmental position in favor of porn. These negatives are part of the "porn wars," things we have to move past. She prefers a more positive view, and provides examples of companies and individuals who are working to make porn less sexist, less racist, and more fair trade (but no less porny). The Pornography Industry would purport to be a scholarly approach to the history and impact of pornography on culture. It is that, but in a watered-down way. It's probably more than you really want to know about porn, but, at the same time, if you really want to know about porn, you will likely need to look elsewhere. Thanks to NetGalley and the publisher for the complimentary electronic review copy!

Pornography probably does not need an explanation to anybody, even if they have never ever watched a video or viewed a magazine that would be euphemistically described as "adult material." Yet it is big business, very big business, and that is just what is visible and in plain sight. Putting morals and taste aside, it is clear you have to differentiate between pornographic material being produced by consenting adults and that which is clearly not, such as that featuring animals or children. There is still a certain difficulty to get an accurate picture about the size of the market for pornography. Maybe the Internet has made it harder to get, rather than easier, since in the "good old days" a lot of pornographic material was sold either by mail order or through specialist retail outlets. They would not feature on retail ranking lists, yet at least a certain estimate could be made. Today, most pornography is apparently consumed online and traffic to porn sites is said to account for up to one-third of global Internet usage. This book takes a fascinating, sincere and open look at the global pornography industry and the author attempts to separate myth from reality without taking a position either way. The book is neither a celebration or a condemnation of pornography; it is a straight-down-the-line look at the industry. The reader can form their own conclusions. Pornography has its tentacles (hmm, maybe not the best phrase as there is allegedly even "octopus porn," that this reviewer has chosen not to dig deeper into what Wikipedia refers to as "tentacle erotica" into many areas; politics, religion, the law, feminism and even medical research. Of course the industry itself is also considered and the industry is laid bare and examined in intense, intimate detail by the review. No

holds barred. (Ow! Ordinarily good words that could be used in a review suddenly sound smutty or a clear intentional pun when used in connection with erotica). This book is going to be a goldmine to the interested reader who fancies something different. It will give you a lot of great information that may seep out into your everyday conversation. You don't need to wrap this book in a plain brown cover and you can leave it on your coffee-table without visitors making a judgement call of their own. It is just a great book, with great information about a fascinating subject. If you want more, there's a lot of (safe for work) reading suggestions and notes too. Imagine what the not-safe-for-work reading list could look like!

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