

Zwischen Abgrenzung und Aufklärung: Die Berichterstattung über die Antibabypille in der Schweizer Frauenzeitschrift *Annabelle* in den späten 1960er Jahren

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Summary

The birth control pill and its potential societal consequences were only discussed publicly in Switzerland from the mid-1960s onwards. While initial reports about the birth control pill were scarce, a change soon took place and reports became rather frequent. Women's magazines played a crucial role in that change. The Swiss women's magazine *Annabelle* not only provided its readers with knowledge concerning the contraceptive pill but also produced behavioral norms in terms of sexuality and society. In the essay at hand, the medical and sociopolitical context in which *Annabelle* thematized the new contraceptive pill in their issues from 1966 to 1968 will be examined.

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