Index

Aborigines, 451, 455, 457–460, 465	material, 172
AC. See Air Canada (AC)	nonhuman, 171
ACA. See Aviation Corporation of	nonmaterial, 158
America (ACA)	past as, 160
Acker and discourse of family, 340	Activity system, 67
creating and conceptualizing	Blackler and organizations as,
social structures, 342	66-69
gendering	Actor networks
cultures, 341	interest-driven socio-politics of,
interactions, 341–342	185
practices/structures, 340–341	as materially heterogeneous, 185
internal gender constructions,	socio-politics of, 183, 184
342	Actor-network theorists, 161
Acker's conceptualization of	Actor-network theory (ANT), 158,
gendered substructure,	162–163, 177
306-307	Air Canada, 161–162
Acker's framework, improving on,	feminism and, 159-161
363-364	history and organizational
Acker's gendered substructure,	culture at Air Canada,
re-focusing, 345–346	164-168
Acker through looking glass, 331	and intersection with feminism,
Acker's gendering processes,	168-173
332-333	primer on, 162–164
building on Acker, 333–337	problem of long-term change,
gendering	158-159
cultures, 346-349	Administrative Sciences Quarterly
practices/policies/structures,	(ASQ), 5, 6
346	Aerodromes, 103, 452
making sense of data, 337	AFA. See Association of Flight
Acker and discourse of	Attendants (AFA)
family, 340-342	AFC. See Australian Flying Corp
dominant discourse in (1950s),	(AFC)
339-340	Africanization of West African
Pan Am in (1980s), 343–345	Airways, 390
Acker's gendering processes,	AIDS, 257
332–333	Air Canada (AC), 93, 113, 122, 132,
Actants, 95, 157, 161, 163, 166	137–138, 142, 147, 158,

"authoritative" histories, 165 corporate responses, 136 documents, 12 early years of, 290–291 masculinity story, 163 newsletters, 134 role of women in, 138 Air force(s), 199, 386 bases, 41 flyers, 198 flying, 261 pilots, 87 policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" framework, 193 passenger activity and service provision theoretical framework, 194–195 growth, 217 industry, 47, 205, 206 in Britian, 210–211 British, 209 construction of sexuality in, 205 gender and micropolitics of resistance in Canadian, 121–129 organizational imagery in, 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTI-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	160, 161–162, 170, 194,	sexuality and strategy,
corporate responses, 136 documents, 12 early years of, 290–291 masculinity story, 163 newsletters, 134 role of women in, 138 Air force(s), 199, 386 bases, 41 growth, 217 industry, 47, 205, 206 in Britain, 210–211 British, 209 construction of sexuality in, 205 gender and micropolitics of resistance in Canadian, 121–129 organizational imagery in, 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) and gendering of organizations "gendered processes" gendered processes" gendered processes" gendered provision growth, 217 industry, 47, 205, 206 in Britain, 210–211 British, 209 construction of sexuality in, 205 gender and micropolitics of resistance in Canadian, 121–129 organizational imagery in, 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	267, 289–290, 474	206-207
documents, 12 early years of, 290–291 masculinity story, 163 newsletters, 134 role of women in, 138 Air force(s), 199, 386 bases, 41 flyers, 198 flying, 261 pilots, 87 policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" framework, 193 passenger activity and service provision gender and micropolitics of resistance in Canadian, 121–129 organizational imagery in, 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,		
early years of, 290–291 masculinity story, 163 newsletters, 134 role of women in, 138 Air force(s), 199, 386 bases, 41 flyers, 198 flying, 261 pilots, 87 policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, 0rganizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" framework, 193 passenger activity and service provision industry, 47, 205, 206 in Britain, 210–211 British, 209 construction of sexuality in, 205 gender and micropolitics of resistance in Canadian, 121–129 organizational imagery in, 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,		
masculinity story, 163 newsletters, 134 role of women in, 138 Air force(s), 199, 386 bases, 41 flying, 261 pilots, 87 policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline (s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gender and micropolitics of resistance in Canadian, 121–129 organizational imagery in, 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT:-Bistory, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,		
newsletters, 134 role of women in, 138 Air force(s), 199, 386 bases, 41 flyers, 198 flying, 261 pilots, 87 policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline industry, organizational imager		
role of women in, 138 Air force(s), 199, 386 bases, 41 flyers, 198 flying, 261 pilots, 87 policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" framework, 193 passenger activity and service provision construction of sexuality in, 205 gender and micropolitics of resistance in Canadian, 121–129 organizational imagery in, 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliorate strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliorate strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emerge		
Air force(s), 199, 386 bases, 41 flyers, 198 flying, 261 pilots, 87 policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" framework, 193 passenger activity and service provision August 205 gender and micropolitics of resistance in Canadian, 121–129 organizational imagery in, 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	· · · · · · · · · · · · · · · · · · ·	
bases, 41 flyers, 198 flying, 261 pilots, 87 policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" framework, 193 passenger activity and service provision gender and micropolitics of resistance in Canadian, 121–129 organizational imagery in, 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,		
flyers, 198 flying, 261 pilots, 87 policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline industry, organizational imagery in, 369–370 Airline industry, organizational imagery in, 369–370 Airline endustry, organizational imagery in, 369–370 Airline industry, organizational industry, organizational imagery in, 369–370 Airline industry, 379 Airline industry, organizational industry, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,		_**
flying, 261 pilots, 87 policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline (s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" (gendered processes" (gendered processes) "gendered processes" (gendered processes) "gendered processes" (gendered processes) "framework, 193 passenger activity and service provision 121–129 organizational imagery in, 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,		
pilots, 87 policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" framework, 193 passenger activity and service provision organizational imagery in, 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,		
policy, 198 ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" framework, 193 passenger activity and service provision 369–370 in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,		
ranks, 245 role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" framework, 193 passenger activity and service provision in United Kingdom, 107 management, 141 steward, 64, 336 stewardess, 233 strategy, 242, 248–249 "Alienation" study, 16, 18 All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,		
role of, 241 wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA),	policy, 198	369-370
wartime, 251 Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA),	ranks, 245	in United Kingdom, 107
Air France, 200, 245 Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA),	role of, 241	management, 141
Air Steward, 196, 201, 248 Air Transport Auxiliary (ATA),	wartime, 251	steward, 64, 336
Air Transport Auxiliary (ATA), 198, 293, 376 Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" gendered processes" framework, 193 passenger activity and service provision All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	Air France, 200, 245	stewardess, 233
Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" (gendered processes" (gendered provision All-male flight crew, 196 emergent and deliberate strategies, 196–198 symbolism and strategy, 198–199 Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	Air Steward, 196, 201, 248	strategy, 242, 248-249
Air Union, 196, 199 Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" gendered processes" (gendered processes" and gendering of organizations service provision emergent and deliberate strategies, 196–198 symbolism and strategy, Alternative histories construction, Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	Air Transport Auxiliary (ATA),	"Alienation" study, 16, 18
Air-mindedness, 201 Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" (gendered processes" (gendered processes" (gendered processes" (gendered processes" (gendered processes" (gendered processes (gendered processes) (gendered process	198, 293, 376	All-male flight crew, 196
Airborne "stewards", 41 Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" (gendered processes" (gendered processes" (gendered processes" (gendered processes" (gendered processes" (gendered processes (gendered processes (gendered processes) (ge	Air Union, 196, 199	emergent and deliberate
Aircraft Transport and Travel Ltd. (AT&T), 40, 372 Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" (gendered processes" (gendered processes" (gendered processes" (gendered processes" (gendered processes (gendered processes) (gendered proces	Air-mindedness, 201	strategies, 196–198
Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" gendered processes" gendered processes" gendered provision Alternative histories construction, 80 Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	Airborne "stewards", 41	symbolism and strategy,
Airline industry, organizational imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" and gendered processes" gendered processes "gendered processes" are gendered processes and gendering of organizations service provision Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	Aircraft Transport and Travel Ltd.	198-199
imagery in, 369–370 Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" framework, 193 passenger activity and service provision Americanism, 397, 398, 407, 427–428, 432, 440 ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	(AT&T), 40, 372	Alternative histories construction,
Airline(s), 126, 228–229, 268, 397–398 beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" and gendered processes" gendered processes apassenger activity and service provision ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	Airline industry, organizational	80
beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" and framework, 193 passenger activity and service provision ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	imagery in, 369–370	Americanism, 397, 398, 407,
beauty contests, 231 business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" and framework, 193 passenger activity and service provision ANT. See Actor-network theory (ANT) Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	Airline(s), 126, 228–229, 268,	427-428, 432, 440
business, 76, 124, 194, 204, 227, 255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" framework, 193 passenger activity and service provision Anti-glamour policy, 221, 224 ANTi-History, 176,178–180, 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	397-398	ANT. See Actor-network theory
255, 294, 414 and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" knowledge of the past, 183 mapping in conversation with framework, 193 passenger activity and service provision epistemological categories,	beauty contests, 231	(ANT)
and employment of people of color, 380–381, 382 and gendering of organizations "gendered processes" mapping in conversation with framework, 193 passenger activity and service provision 187–188, 476–477 and Feminist, 180–182 knowledge of the past, 183 mapping in conversation with feminist scholarship, 182 articulation, 187 epistemological categories,	business, 76, 124, 194, 204, 227,	Anti-glamour policy, 221, 224
color, 380–381, 382 and Feminist, 180–182 and gendering of organizations "gendered processes" mapping in conversation with framework, 193 feminist scholarship, 182 passenger activity and service provision epistemological categories,	255, 294, 414	ANTi-History, 176,178–180,
color, 380–381, 382 and Feminist, 180–182 and gendering of organizations "gendered processes" mapping in conversation with framework, 193 feminist scholarship, 182 passenger activity and service provision epistemological categories,	and employment of people of	
"gendered processes" mapping in conversation with framework, 193 feminist scholarship, 182 passenger activity and service provision articulation, 187 epistemological categories,		and Feminist, 180-182
framework, 193 feminist scholarship, 182 passenger activity and articulation, 187 service provision epistemological categories,	and gendering of organizations	knowledge of the past, 183
framework, 193 feminist scholarship, 182 passenger activity and articulation, 187 service provision epistemological categories,	"gendered processes"	mapping in conversation with
service provision epistemological categories,	framework, 193	feminist scholarship, 182
service provision epistemological categories,	passenger activity and	articulation, 187
		epistemological categories,
strategies and	strategies and	187
recruitment, 195–206 methodology, 183–189		methodology, 183-189

"naturalcultural" categories, 184	Aviation Corporation of America (ACA), 403–404
punctuated actor-network, 189 punctuated history, 186 relational approach to	BA. See British Airways (BA) "Baby stewardesses", 309, 340 "Baby stewards", 309, 340
constitution of social past, 187	BAT. See Boeing Air Transport (BAT)
voice of actors, 185 See also "History"	"Bathing beauty contests", 231 BBC rule, 28–29
Anticategorial complexity approach, 418–419	BEA. See British European Airways (BEA)
Applied implications, 155, 327–328	Beauty competitions, 203, 321
"Archival records", accessibility of, 96	Belt-tightening, 88
Archival research, 396–397	Betty Trippe's Diary, 411–414 Black pride organizations, 258
and case study strategies, 96–97 <i>Archives</i> , 100–104	Blackler's work on activity systems,
working with, 100–102	emancipation, 67
Archives, 94, 96, 100–104	processes of mediation, 68
working with, 102–104	strengthen elements of rules
Argentine division, 405, 407	approach, 69
Artiforts 8, 96, 121, 122, 171, 346	Blacks/Race, 431–432 BOAC. See British Overseas
Artifacts, 8, 96, 121–122, 171, 346, 368, 445	Airways Corporation
archaic, 239	(BOAC)
cultural, 95, 98, 133, 135–136,	Board of Directors (BOD), 38, 81,
319	162, 165, 357–358
physical, 50, 67	Body, personality to, 230–234
ASQ. See Administrative Sciences	Boeing Air Transport (BAT),
Quarterly (ASQ)	199–200, 202, 473
Association of Flight Attendants	Boys to men, 122–123
(AFA), 254 AT&T. See Aircraft Transport and	BPR. See Business Process Reengineering (BPR)
Travel Ltd. (AT&T)	"Branded women", 158
ATA. See Air Transport Auxiliary	Brazilian Division, 405
(ATA)	British airlines, 194, 199,
Austere atmosphere, 221–222	201-202
Austerity, 83, 225, 227, 253	See also Canadian Airlines (CA)
Australian Flying Corp (AFC), 452	British Airways (BA), 7, 9, 37, 73,
"Australian pioneering stock", 455	81, 194, 199, 204–206,
Aviation business environment in	209, 240, 267, 289–290,
United States, 294	372

British Airways Newsletters,	British European Airways (BEA),
387-388	64, 74, 201, 209, 216-217
company newsletter and	221, 240 <i>n</i> , 250, 270, 371,
management of images,	372, 464 <i>n</i>
389-391	<i>Magazine</i> , 232–233
corporate materials in	organizational life of, 203
construction of	"British Machines. British Pilots"
discriminatory images,	slogan, 375
370-372	British Overseas Airways
and development of corporate	Corporation (BOAC), 64,
materials, 372–375	74, 83, 201–202, 209,
gendered subculture making,	216-217, 220-221, 240 <i>n</i> ,
39-40	250, 266, 372, 464 <i>n</i> ,
gendered substructure of, 40-41	473-474
images	gendering comparison with TCA
of race and empire, 378–387	and, 270
of race and ethnicity over	absence of female employees
time, 387–389	from, 271–272
of sexuality, 375–378	BSAA operation with BOAC,
masculine archetypes at, 240	270-271
airline strategy, 248–249	formative context, gender,
changing strategy and	and cultures of
changing corporate	organizations, 279–284
image, 243–246	isomorphic mimicry and
corporate imaging, 247–248,	gendering of flight
249	attendant role, 276–279
ground engineer, 246	masculine hegemony and
job characteristics, 249–251	absence of female labor,
pilot, 240-243	273-276
recruitment practices,	method of study, 269–270
246-247	Newsletters, 231–232
organizational culture,	organizational culture, 267–268
imagery, and leadership,	organizational life of, 203
368-369	theoretical framework, 268–269
organizational imagery in Airline	British South American Airways
industry, 369-370	(BSAA), 74, 270
See also Pan American Airways	BSAA. See British South American
(Pan Am); Trans-Canada	Airways (BSAA)
Air Lines (TCA)	Bureaucracy, 16, 213, 225–226,
British Airways' "supergirl"	355, 357
advertising campaign, 205	Bureaucratization, 45, 225, 227,
British and North American	245, 355, 378
airlines, 193, 194	Bush airman, 122–123

Bush piloting, 297	Chatelaine, Canadian magazine,
airline's bush piloting heritage,	128, 165
298-299	Chief executive officers (CEOs), 159
economics and social context of	Chief financial officers (CFOs), 159
bush piloting, 297	Children, 126, 293, 309, 342, 462,
TCA, 299-300	465
Women and Aviation in Canada,	"Chinaman cook", 457, 465
300-301	Civilizing, 455, 458, 464
Business history, 75, 447	influence, 406, 410
Business Process Reengineering	local savages, 454
(BPR), 59, 78	Class, 25, 385
Business research methods, 95	divisions development, 23
	relations, 464
"Cabin boys", 41, 197, 200, 248,	Closed-system perspective, 212
276, 473	CNR. See Canadian National
Canadian Airlines (CA), 267, 271	Railroad (CNR)
Air Canada's acquisition of, 165	"Code share" ticketing
blue uniforms of, 166	arrangements, 60
micropolitics of resistance in,	Colin Marshall, 47, 199, 204-205
121-129	Colombian law, 405
Canadian aviation, 297	Commercial aviation, 58, 274
Bush piloting in Canada, 297	Australian, 456
TCA, 299-300	dawn of, 196
Winnipeg operation of Western	emergent and deliberate
Canada Airways, 298	strategies, 196–198
Women and Aviation in Canada,	symbolism and strategy,
300-301	198-199
Canadian National Railroad	in United States, (1918-1930),
(CNR), 161–162, 275,	293-296
291	Company materials, 210, 217, 369,
Canadian Pacific Railway (CPR),	387, 390
292	Company newsletters, 135, 138, 237
Canadian Royal Commission on	and management of images,
Equity in Employment,	389-391
288	Competition, 219
Canal Zone Sub Division, 405	discourse of, 310–312, 343
Caribbean Division, 405	and strategic management,
Categorical approach. See	228-229
Intersectional complexity	Complex organization, 16
approach	Comprehensive planning process,
CDA. See Critical discourse	140
analysis (CDA)	Conflicting imagery, 222–225
Centrality, 86, 87, 258, 262, 375, 376	Conformity, 56, 120, 121, 230

Connotation, 87, 141, 144–148	Critical organizational
Conscious decision-making process,	historiography, 180
195	Critical sensemaking approach,
Constant	115, 119–121
friction, 128–129	discourse, 117–118
smiling, 53	formative contexts, 115–116
Constitutes resistance, 113–114	organizational rules, 116-117
Constructivism, 171	sensemaking, 118-119
Content analysis, 105, 194,	Criticisms, 115
347, 382	Cultural/culture, 146, 155–156,
Context	160
gender in, 87–88	artifacts, 135–136
"men" in, 238–239	forms, 16
studying gender in, 87–88	leadership, 370
Contradictions, 19, 23, 31–32, 67,	maintenance strategies, 30
172, 229	traces, 88–90
Conventional aspects, 142	traces, 66–70
connotation, 144–148	Darkest Africa, 383, 431
denotation, 142–144	Decision-making
· · · · · · · · · · · · · · · · · · ·	
Corporate	conscious and rational, 195
British Airways and	employee participation in, 18
development of, 372–375	of organizational leaders, 369
culture approach, 20	strategic, 206–207
Gender Gap Report, 146	Deliberate strategy, 371
histories, 77, 89	dawn of commercial aviation
images, 90, 210-211, 247-248,	and all-male flight crew,
249, 369	196-198
image-making, 372	passenger service and female
uniformed female staff and,	flight attendant, 199–202
221-222	Democracy, 119, 390, 414, 435
leadership, 372	Denotation, 141, 142–144
materials role in construction of	Department of National Defence
discriminatory images,	(DND), 293, 300–301
370-372	Desexualization, 278
memories, 89	organizational, 213-214
CPR. See Canadian Pacific Railway	as organizational discourse,
(CPR)	220-225
Critical discourse analysis (CDA),	organizational discourse and,
447, 450	227–228
Critical hermeneutics, 353–354,	policy, 65, 68, 209–210
396–397	process, 250
approach, 133, 135, 148	as sexual discourse, 230
circle, 133–134	social discourse and, 225–226
CITCIC, 133—13 4	3001a1 discourse and, 223-220

strategy, 202	Duelling discourses, 343
See also Sexuality	Acker's conceptualization of
Desexualized steward, 253	gendered substructure,
Dialectical materialism, 21	306-307
Digging archeology, 93	application of Acker's notion of
archival research and case study	gendered substructure,
strategies, 96–97	307
archives, 94	applied implications, 327–328
Archives and Archives, 100-104	BOAC and BEA, 216-217
case study on gendering of	contributions to scholarship, 327
airline cultures over time,	creating and conceptualizing
97-100	social structures, 325–320
methods of analysis, 104-107	desexualization as organizationa
research strategy, 95	discourse, 220–225
rule sets, 97	discourse
Disciplinary convention, 95, 107	analysis, 308
Discourse, 117–118, 165	of competition, 343
analysis, 105, 106	of women's liberation,
of competition, 343	344-345
of women's liberation, 344–345	dominant discourse, 326
Discriminatory practices, 3, 9, 80,	eroticization as organizational
85, 98, 143, 160, 285, 440	discourse, 228–234
construction, 58	gendering
generation, 59	cultures, 319-321, 343-344
material and innumerable	interactions, 321-323, 344
examples, 475	practices/structures, 315–319
social character, 116	343
study of, 49	In-House Newsletter and rise of
Discursive practices, 63, 106, 118,	female employment,
121, 217, 386	217-219
Diverse social practices, 56, 194, 217	internal gender constructions, 323–325, 344
DND. See Department of National	limitations and future research
Defence (DND)	directions, 328
"Domestic idyll", discourse of, 44,	organizational discourse
45, 103, 275	and desexualization,
"Domestic" factors of human	227—228
existence, 24	Pan Am in (1950s), 308-310
"Domestic" routes, 279	Pan Am in (1980s), 310-314
Dominant discourse, 106, 288, 308,	policy of desexualization,
310, 326, 339–340	209-210
Double indemnity, 123–129	popular culture and images of
Dualistic accounts, 114	sexuauly, 226

social discourse and	desexualization as sexual
desexualization, 225-226	discourse, 230
theoretical debates and issues,	gender, fashion, and
211-215	conformity, 230
	from personality to body,
EEOC. See Equal Employment	230-234
Opportunities	Eroticization
Commission (EEOC)	as organizational discourse, 228
Emancipation, 67	competition and strategic
"Emergent" strategy, 206, 371	management, 228–229
dawn of commercial aviation	eroticism and organizational
and all-male flight crew,	discourse, 229
196–198	permissive society, 229
passenger service and female	period (1950–1975), 253–254
flight attendant, 199–202	Esprit de corps, 242, 296, 299
"Empirical data corpus", 96	Ethnicity over time, images of race
Employment	and, 387–389
airlines and employment of	Ethnographic methods, 164
people of color, 380–381,	ex-RAF officers, 199
382	Exotic, images of, 381, 383
equity, 139	Extra-organizational
practices, 257	influences, 212
rules, 102–103	rules, 6, 27, 268–269
Employment Equity Act, 148	
"Enacted cues", 65, 66	Family
Enacted sense of organization, 120,	Acker and discourse of, 340–342
349	commitments, 18
Enactment of sensemaking, 120	socialization processes, 24
Engineered revolution, 403	Fashion, 230, 321
Entrepreneur, 122–123, 204, 292	patriarchal, 308
Epistemological categories, 187	tribal-like, 165–166
Equal Employment Opportunities	Female employees, 221, 344
Commission (EEOC),	Female employment, rise of,
254	217-219
Equal Opportunity, 137, 142–143,	images of sexuality, 218
152, 313, 320, 442	war years, 218–219
Equality	Female flight attendant, 199
of sexes, 223	emergent and deliberate
"Steering Group", 240	strategies, 199–202
Erotic images, 229–231	hiring of, 221
Eroticism	professionalization, 204
and organizational discourse,	symbolism and changing
229	strategies, 202–204
	C /

Femininity, 238, 336–337	Commercial Aviation in
Feminism, 163, 177–182	United States,
and ANT, 159	(1918–1930), 293–296
gender, "past," and ANT,	modifying gender gestalt,
160–161	301-303
past as actant, 160	organizational culture over
ANT and intersection with,	time, 288–291
168-173	TCA (1937–1941), 291–293
and historiography, 180-182	approach, 289, 420-421
and re/writing of history, 77–78	First World War, 241, 385
Feminist, 176	First-class service, 42, 43, 199–200
ANTi-History and, 180-182	First-class transportation industry,
mapping ANTi-History,	199
182-183	Flight crews recruitment
notion, 114	dawn of commercial aviation
poststructuralism, 307, 336,	and all-male flight crew,
448-449	196-199
Feminist materialism and	passenger service and female
organizational analysis,	flight attendant, 199-204
25	professionalization of female
contradictions and resistance,	flight attendant, 204–206
31-32	Flight stewardesses, 309, 339–340
culture, 26	Florence Nightingale to Venus di
extraorganizational rules, 27	Milo, 123
reproduction rules, 29	atmosphere of family picnic, 126
sexuality, 28, 29	constant friction, 128-129
social regulative rules, 30–31	emphasis on charm and
state rules, 29	efficiency, 129
strategic rules, 30	evidence of mimetic isomorphic
technical rules, 29	influences, 124
Feminist organization	male organizational audiences,
analysis, 50	125
gendered sub-structure, 355	TCA stewardesses, 127–128
gender divisions, 355–356	"Flying-Ace", 197
identity work, 358	Foreign domination, 257
interactions, 357–358	Formal moment, 141
organizational logic, 359–360	Formal rules, 54–55, 58–61, 116
symbols, 356–357	Formative context, 115–116, 279,
Feminist poststructuralist,	398, 401
448–449	of Canadian aviation, 123–124
account Push Bilating 207, 201	clerical work, 280
Bush Piloting, 297–301	government attitudes, 281
Canadian Aviation, 297–301	organizational culture, 281–282

wartime contingencies, 282–284 Formative contexts, 280 Fortune magazine, 404–405 Foucauldian analysis, 97, 114 notion of discourse, 370 Foucault and discourse, 63–64 Frequent flyer programs, 204 Functionalist treatments of gender, 18–19	of feminist organization, 355 gender divisions, 355–356 identity work, 358 interactions, 357–358 organizational logic, 359–360 symbols, 356–357 Gendering, 178 of Air Canada airline management, 141 applied implications, 155 contributions to scholarship,
Gender, 16, 119–121, 158, 177, 179, 184, 185, 230, 268,	154–155 conventional and structural
279, 287–288	aspects, 142–148
AC, 122	critical hermeneutic approach,
analysis, 19–21	133–134
boys to men, 122–123	critical hermeneutics, 153
clerical work, 280	cultural artifacts, 135-136
in context, 87–88	formal moment, 141
differentiation, 16	information content,
dimension, 86	149-150
divisions, 195, 355–356	intentional aspect, 140
double indemnity, 123-129	interpretation—
focus on, 85–87	reinterpretation, 148–149
gender-based research, 422	interpretive frame, 150–153
gestalt modification, 301–303	limitations and future
government attitudes, 281	research directions,
neglect within organizational	155–156
studies, 17–19	methodological approach,
organizational culture, 281–282	134–135
past, and ANT, 160–161	power, 132
studying in context, 87–88 systems, 85	power and social relationship, 153–154
wartime contingencies, 282-284	referential aspect, 140-141
Gendered cultures, 62–63	social-historical moment,
Gendered formal rules, 59	137-140
Gendered processes, 193, 194, 215	"World of Women" article,
Gendered subculture making,	136–137
39–40	of airline cultures over time, 97
Gendered substructure, 334,	case study on, 97–100
345–346	of airlines, 46–47
Acker's conceptualization of,	cultures, 319–321, 332, 341,
306-307	343-344, 346

gendering interactions,	organizational boundaries, 74
348-349	rules and social psychological
internal gender constructions,	processes, 63–69
349	sexuality, 44–45
organizational logic, 347-348	social discourse
of flight attendant role, 276	and gendering of airlines,
revisioning gender, 278–279	46-47
interactions, 321–323, 332–333,	and practices, 43
341-342, 344, 348-349	General Gomez, 413
practices/structures, 315-319,	German Ideology, The, 22
332, 340-341, 343	'Gin', 460
over time, $9-11$, 12	Glamour
Gendering of organizational	and female sexuality, 222
culture, 37, 49	girls, 129, 253
applying rules approach to,	glamorous role of airline
57-63	stewardess, 233
BA, 37	hostess, 88, 202
gendered subculture making,	and moral concern, 228
39-40	Globalization, 395, 414
gendered substructure of,	Globalized environment, 416
40-41	Government attitudes, 281
concerns, issues, and strategies,	Government policy, 219
79	Great Depression, 424–425
change vs. progress, 82–85	
focus on gender, 85–87	"Half-caste", 457, 465
history as discourse, 79–82	Handley Page Transport (HPT), 40,
studying gender in context,	372
87-88	Hawthorne Studies, 16, 17–18,
culture as metaphor for	55-56
understanding, 50–51	Hegemonic masculinity, 238, 239,
key organizational discourses,	263-264, 266-267, 273,
41-43	285
militarization of space, 45–46	Hegemonic themes
organizational rules as cultural	imaging heterosexual
framework, 51–57	organization, 251–257
over time, $6-8$, 38 , 72 , 73	imaging white British
airline business, 76	organization, 257–259
business history, 75	masculinity and, 251
corporate histories, 77	Hermeneutic circle, 133–134, 353
cultural traces, 88–90	Hermeneutic interpretation, 354
feminism and re/writing of	"Heroic pilot", 8, 98, 288,
history, 77–78	335, 375
number of unique problems, 74	Heterosexual masculinity, 251–252

Heterosexual organization	ICAO. See International Civil
desexualized steward, 253	Aviation Organization
Eroticization period	(ICAO)
(1950-1975), 253-254	Identity construction, 119
imaging, 251	Imagery, 368–369
man the warrior, 252–253	Images/imaging
one of boys, 251–252	company newsletter and
resistance and advent of gay	management of, 389–391
flight attendant, 254-257	of exotic, 381, 383
Historical materialism, 21, 22	heterosexual organization,
Historiography, 180	251-257
Historiography, feminism and,	from outposts, 384–385
178-179	of race and empire, 378–387
"History", 177, 180, 183, 185	of race and ethnicity over time,
as discourse, 79	387-389
alternative histories, 80	of sexuality, 375–378
BA, 79, 81	of superiority, 383–384
hybrid entrepreneurial-	white British organization,
military organization, 82	257-259, 260
new images of masculinity	Imperial Airways, 124, 243, 244,
and femininity, 81	380, 459, 463
UK National Health Service	Imperial Airways Gazette, 372, 383
Trust, 80	Imperial Airways Monthly Bulletin,
See also ANTi-History	372
Home, sexuality, 44	Imperial heritage, 381, 387
Homosexuals, 257	images from outposts, 384-385
Horizons, 140	images of exotic, 381, 383
"Hostess", 202, 221	images of superiority, 383-384
HPT. See Handley Page Transport	Imperialism as social and
(HPT)	organizational discourse,
Hudson Bay Company, 289-290	385-387
Hudson Fysh, 453–454	In-flight nurse to flighty flight
Human agency, 217	attendant, 199
Human Resources Puts Employee	In-house
Development, 320	journals, 203
"Human resources" practices,	newsletter, 140, 217
54-55	images of sexuality, 218
Hybrid entrepreneurial-military	war years, 218–219
organization, 47, 82	Informal rules, 55–56, 61–62, 116
	Informal social networks, 31
ICAN. See International	Information content, 149–150
Commission for Air	Institutionalization and goal
Navigation (ICAN)	displacement model, 355

Instone Air Lines, 197, 199	intersectionality, 423-424
"Integrationist", 181–182	Pan American Airways,
Intentional aspect, 140	423-424
Internal gender construction,	of intersectionality, 417
323-325, 333, 338, 342,	Pan Am, 419–421, 427–433
344, 349	retrospective study, 418
Internal mental work, 41, 195, 274,	and theoretical categories,
323	418–419
Internal newsletters, 140	masculinity, 435-436, 440
International business, 394, 395	"Orders From A Woman",
International Civil Aviation	434-435
Organization (ICAO), 60,	organizational culture over time
103, 196, 242	as series of, 40
International Commission for Air	organizations and laws,
Navigation (ICAN), 60,	442-443
196, 242	"Return of Martin Guerre",
International Women's Year	436-440
(1957), 136, 139	social movements and legal
Interorganizational linkages, 60	advancement, 441-442
Interpretation, 133	whiteness, 440
interpretation-reinterpretation,	
148-149	Knight of British Empire (KBE),
Interpretive accounts, 18–19, 20, 21	465
Interpretive frame, 150–153	Knowledge, 63, 159
Intersectional complexity approach,	notion of discourse, 118
419	of past, 183
Intersectionality, 421, 423–424,	
464-468	Latin America, 397, 401–403, 430
at margins, 449-450	image of, 409–411
and theoretical categories,	imagining, 407
418–419	Obama to, 415–416
Intracategorical complexity	Law, John, 158
approach, 419	Leaders, 132
Isomorphic mimicry, 276	Leadership, 368–369, 386
revisioning gender, 278–279	experience, 28
	metaphors of, 227–228
Joan Acker's framework, 353	Legal rules, 60
Juan Trippe, 413–414	Library search, 8n
Juncture(s), 9, 38, 104, 105,	"Long Service in Tokyo", 388
423–424, 426–427	"Looking-glass" effect, 370
Americanism, 433, 435	Maaragagialagy 212
as heuristic for understanding intersectionality, 421	Macrosciology, 212
intersectionality, 421	Macrostrategies, 172

Male employees, 9, 126, 221, 227,	AC, 122
341, 437	boys to men, 122–123
Male-only flight crews, 137, 201	double indemnity, 123-129
"Maleness", 16, 164, 211, 261, 332,	Militarization of space, 45–46
375, 376, 428, 461	Military aviator, 122–123
Management and Organization	Mixed-blood, 403
Studies (MOS), 447–448	Modern European imperialism, 378
Managerial realist, 53	Modernity, 455
"Manliness", 257, 286	MOS. See Management and
Marxist theory, 9	Organization Studies
Masculine	(MOS)
archetypes, 240–251	Multiple masculinities, 86, 259
hegemony and absence of female	exploring, 238–239
labor, 273–276	gender and organizations,
Masculinist processes, 78	259-260
Masculinity, 238, 290–291,	gendered discourse, 262–263
336-337, 428-429,	maleness, 261–262
435–436	piloting, 260–261
and hegemonic themes, 251–259	short-lived desexualization
masculine archetypes at BA,	strategy, 263
240-251	Multiplicity of discursive practices,
"men" in context, 238–239	117
multiple masculinities at work,	Myth, connotation, 146–148
259-263	
Materialist	National Air Transport (NAT), 295
alternative, 21	National identities, 401, 402
class divisions development, 23	Nationality, 385, 454
"domestic" factors of human	"Naturalcultural" categories, 184
existence, 24	Network, 163
German Ideology, The, 22	hierarchical, 169
organizational	informal social, 31
desexualization, 25	Neutral look, 230
approach, 17	New World, 401, 402
Matrix of domination, 426	New York, Rio and Buenos Aires
"Men", 238–239, 388–389	Line (NYRBA), 406
Merger, 40, 165–166, 322	Newsletters, 135
Metaphors, 57	Air Canada's newsletters,
of leadership, 227–228	133-134
of masculinity, 347	British Airways In-House
Mexican Division, 405	Newsletters, 373–374
Micropolitics of resistance in	British Airways Newsletters, 382
Canadian airline industry,	"British Airways" newsletters
121	over time, 375

in-house corporate newsletters, 101	Organizational actors, 56, 62–63
internal newsletters, 140	Organizational analysis, 17, 18, 212,
internal newsletters at Pan Am,	287-288
311	Organizational behavior, 18, 20
PAA newsletters, 321	Organizational boundaries, 74
Non-bureaucratic organizations,	Organizational culture, 19–21, 123,
360-361	132, 267, 268–269, 279,
"Non-white" images, 381	287-288, 368-369
"Non-whites", superiority of, 385	rules as, 56-57
North American airlines, 128, 343	studying over time, 57
NYRBA. See New York, Rio and	clerical work, 280
Buenos Aires Line	government attitudes, 281
(NYRBA)	organizational culture, 281–282
,	wartime contingencies, 282–284
Obama, Barack, 394, 395	gendering over time, 6–8
to Latin America, 415–416	mapping out, 9–11
On-going sense, 120, 121	over time, 38, 288
Ontological security, 120	junctures, 38, 40
Opportunity 2000 program, 10, 37,	layers of influence on
38, 81, 389, 392	development of gendered
Opportunity structure, 61, 212	substructure, 39
Organization, Gender, and Culture,	multiple masculinities and
5–6, 15	early years of Air
feminist materialism and	Canada, 290–291
organizational analysis,	from theory to method,
25–31	289-290
gender differentiation, 16	Organizational desexualization, 25,
gender neglect within	213
organizational studies,	Organizational discourses, 38, 41,
17–19	88, 99, 212–213,
gendering of organizational	305-306, 364, 372, 375,
culture over time, 6–8	386-387
gendering over time, 12	and desexualization, 227
towards intersectionality in time,	conflicting imagery, 222–225
13–14	glamour and moral concern,
mapping out culture and	228
gendering over time,	metaphors of leadership,
9–11	227–228
materialist alternative, 21-25	restructuring and
materialist approach, 17	bureaucratization, 227
organizational culture and	staffing, 220
analysis of gender, 19–21	uniformed female staff and
researching past, 11–12	corporate image, 221–222
- · · · · · · · · · · · · · · · · · · ·	2 2

eroticization as, 228–234	327, 331, 393, 395, 397,
safety, 42	423-424, 438
service, 42–43	acquisitions, 399
Organizational factors, 212	Betty Trippe's Diary, 411–414
Organizational imagery in Airline	chosen instrument, 403
industry, 369–370	employment practices, 407
Organizational logic, 331, 347–348,	Pam Am's Southern Empire,
359-360	405
Organizational practices, 17, 44,	Pan Am in practice, 406–407
195, 442	US State Department, 404
in discriminatory outcomes for	formative context, 398, 401
women, 266–267	framework of analysis, 396
ordinary organizational	archival research, 396-397
practices, 332	critical hermeneutics,
in social construction of gender,	396-397
262	idea of Latin America,
Organizational processes, 368	401-403
Organizational rules, 51, 116–117	Latin America, 403
formal rules, 54–55	Pan Am, 397–401
informal rules, 55–56	US Interests, 403
managerial realist, 53	globalization, 395
rules and organizational actors,	image of, 407-409
56	imagining, 407
rules as organizational culture,	international business, 394, 395
56-57	Latin America
shared meanings, 52	image of, 409-411
studying organizational cultures	imagining, 407
over time, 57	matrix of domination, 427
Organizational sense-making	Americanism, 427–428
processes, 20–21	Blacks/Race, 431-432
Organizational shocks, 84	Latin Americans, 430
Organizational structuring, 211	masculinity, 428-429
Organizational studies, 18	whiteness and European
Organizations, 148, 216	heritage, 428
"Organizing logics", 306	women, 432-433
Orientalism, 379	in (1950s), 308-310, 339
	in (1980s), 310, 343
PAA. See Pan American Airways	discourse of competition,
(Pan Am)	310-312, 343
Pacific Western Airlines (PWA),	discourse of women's
194	liberation, 344–345
Pan American Airways (Pan Am),	gendering cultures, 343-344
124, 267, 289–290, 306,	gendering interactions, 344

gendering practices/structures,	heroic pilot, 375
343	Piloting, 260–261
internal gender constructions,	See also Bush Piloting
344	Pioneering, 42, 45, 292, 409, 410,
other discursive spaces,	454, 464
312-314	Plausibility, 66, 121
Obama to Latin America,	failure, 115
415-416	analysis and discussion,
Pan Am—postpositive case	129-130
study, 419-421	critical sensemaking, gender,
postcoloniality and reading,	and resistance, 119-121
414-415	critical sensemaking
postpositive case study, 419–421	approach, 115–119
professional secretaries, 315	gender and micropolitics of
system, 400	resistance in Canadian
US State Department, 397–398	airline industry, 121–129
See also British Airways (BA);	Polish Worker's Defence
Trans-Canada Air Lines	Committee, 119
(TCA)	Post hoc sensemaking, 120
Passenger activity and service	Post-war anti-colonialism
provision strategies	movements, 258–259
dawn of commercial aviation	Postcoloniality, 396, 414–415
and all-male flight crew,	Postmodernist analysis of
196–199	organization, 369–370
passenger service and female	Postpositivism, 94, 95
flight attendant, 199–204	Postpositivist orientation, 99
professionalization of female	Poststructural feminism, 114
flight attendant, 204–206	Poststructuralism, 95
Passenger demographics, 219	Poststructuralist
Passenger service, 199	feminism, 114, 214–215
emergent and deliberate	theory, 9
strategies, 199–202	Power, 114, 132, 379
strategies, 197	air power, 425
symbolism and changing	dimensions of, 21
strategies, 202–204	of organizational rules, 117
"Past", 183	and social relationship, 153–154
as actant, 160	in Weick's theory of
gender, "past," and ANT, 160–161	sensemaking, 65
Permissive society, 229	Pre-war social hierarchy, 201 Price wars, 204
Personality to body, 230–234	"Primary domestic responsibility"
Pilot, 240–243	of women, 29
female pilot, 389–390	Primer on ANT, 162–164
Temate phot, 307–370	11mc1 on /1(1, 102—10 1

Professionalism, 53, 63, 127, 205,	Race, 385
222, 223, 226, 228, 244,	images of race and empire, 378
250, 263, 360, 436	airlines and employment of
Professionalization of female flight	people of color, 380–381
attendant, 204	382
symbolism and strategy,	imperial heritage, 381,
205-206	383-385
"Psychicprisons" notion, 370	imperialism as social and
"Psychological punch", 200	organizational discourse,
Pudney's account, 82	385-387
PWA. See Pacific Western Airlines	orientalism, 379
(PWA)	images of race and ethnicity over
	time, 387
Qantas, 445	men, 388–389
central actors, 456	women, 387–388
aborigines, 457-460	race-based research, 422
intersectionality, 464–468	Race Relations Act (1977),
success of airline, 457	380-381
women, 460–464	Racial equality, 258
historiography approach, 446	Racial stereotypes, 251, 258
methodology, 450	Racist stereotypes, 370
critical discourse analysis, 450	Radical humanism, 19
materials and methods,	Radical structuralism, 19
451-452	RAF. See Reserve, or new
partial sense of, 452	Auxiliary Air Force
themes, 453	(RAF); Royal Air Force
civilizing, 455	(RAF)
modernity, 455	Rational decision-making process,
nationality, 454	195
pioneering, 454	"Reactive meaning-makers", 117
theoretical background, 447	Realism, 165
feminist poststructuralist,	Realist historical practices, 165
448-449	Referential aspect, 140–141
intersectionality at margins,	Registered Nursing qualifications
449-450	(RN qualifications), 124
traversing historic turn in	Reorientationalist approach,
MOS, 447–448	181-182
Qantas at War, 451, 459, 467	Reproduction
Qantas Rising, 451, 454, 457, 461	advertising in, 370
Qantas: Wings to the World, 451	of air forces, 199
	approach, 115
RAAF. See Royal Australian Air	rules, 29
Force (RAAF)	"Reproductive rules", 268–269

Research strategy, 95	and social psychological
Reserve, or new Auxiliary Air	processes, 63
Force, 242	Blackler's work on activity
Resistance, 31–32, 113–114,	systems, 66–69
119-121	Foucault and discourse,
Retrospective sense, 120	63-64
"Return of Martin Guerre", 427,	Weick's theory of
436-440	sensemaking, 64–66
Revisioning gender, 278–279	2,
RFC. See Royal Flying Corp	Safety, 42, 196–197
(RFC)	SAS. See Scandinavian Airlines
RN qualifications. See Registered	System (SAS)
Nursing qualifications	SCADTA. See Sociedad Columbo-
(RN qualifications)	Alemana de Transportes
Royal Air Force (RAF), 42, 47,	Aereos (SCADTA)
103, 242, 386	Scandinavian Airlines System
Royal Australian Air Force	(SAS), 204–205
(RAAF), 453	Scholarship, contributions to,
Royal Commission on the Status of	154–155, 327
Women, 138-140	Science and technology studies
Royal commissions, 162	(STS), 163
Royal Flying Corp (RFC), 45, 241	Scientific management, 29
"Rugged" imposition of rules, 123	Second World War (WWII), 45,
"Rugged" resistance, 123	198, 201, 376, 380
"Ruggedness" process, 123	Sensemaking, 115, 118-119
Rule(s), 116	Sensemaking, properties of, 64
approach to gendering of	Service, 42–43
organizational culture, 57	Sex, 16
formal rules and gendering of	differences, 211
organizational culture,	power differentials, 18
58-61	role spillover, 61
informal rules and gendering	sex-selling strategies, 203
of organizational culture,	structuring of sex roles, 212
61-62	Sexist stereotypes, 370
organizational actors and	Sexual attractiveness, 28
gendered cultures, 62–63	Sexual discourse, 230
concept, 53	Sexual expressions, 25
interpretation, 116	Sexual identity, 212
makers, 116	Sexual relations, 213
and organizational actors, 56	Sexual revolution, 88
as organizational culture, 56–57	Sexuality, 28, 29, 44, 194–195, 212,
ruling class ideas, 22	215, 225–226
sets, 97	construction of, 205

home, 44	Sociological frame of analysis, 211
images, 218	Sociological Paradigms and
images of, 375–378	Organizational
localized sites, 216–217	Analysis, 5
popular culture and images, 226	Sociopolitical attitudes, 219
and strategy, 206–207	Socio-past, mapping, 185
work, 45	Socio-political conditions of
See also Desexualization	creation of history, 185
Sexy stewardess, 377	Socio-politics of actor-networks,
SFWR. See Stewardesses for	185
Women's Rights (SFWR)	SSHRC. See Social Sciences and
Short-lived desexualization	Humanities Research
strategy, 263	Council (SSHRC)
Simplistic accounts, 114	Staff News, 383
Sintes, Yvonne, 75 <i>n</i> 2	Staffing, 220
Social actors, 115	State rules, 29, 268–269
Social construction, 215, 216	State-owned airlines, 227
Social discourse(s), 225–226, 385	Stewardesses, 278
austerity, 225	Stewardesses for Women's Rights
bureaucracy, sexuality, and rise	(SFWR), 352, 360
of welfare state, 225–226	gendered sub-structure of
and gendering of airlines,	feminist organization,
46-47	355-360
and practices, 43	improving on Acker's
"Social forces", 262	framework, 363-364
Social psychological factors, 120	Joan Acker's framework, 353
Social psychological properties, 118	members, 361–362
Social reality, 187	methodology, 353-355
Social regulative rules, 30–31,	non-bureaucratic organizations,
268-269	360-361
Social relations, 215	organization, 363
Social Sciences and Humanities	organization for issues of
Research Council	stewardesses, 362
(SSHRC), 6–7	stewardesses to, 360
Social sensemaking, 121, 125	Stewarding, 371
Social structures, creating and	Strategy, 195
conceptualizing, 325–326,	for change, 473–475
333, 338, 342	sexuality and, 206-207
Social-historical moment, 137–140	strategic actions, 206
Sociedad Columbo-Alemana de	strategic management, 193
Transportes Aereos	strategic rules, 30, 268–269
(SCADTA), 405	for study, 475–477
Sociohistorical moment, 134	symbolism and

dawn of commercial aviation	gendering comparison with
and all-male flight crew,	BOAC and, 270
198-199	absence of female employees
professionalization of female	from, 271–272
flight attendant, 205–206	crown-owned corporation,
Structural feminism, 115	271
STS. See Science and technology	formative context, gender,
studies (STS)	and cultures of
Superiority, images of, 383–384	organizations, 279–284
"Supplementarist", 181	isomorphic mimicry and
"Surplus labour", 22	gendering of flight
Symbol, 133	attendant role, 276-279
Symbolism, 241	masculine hegemony and
and changing strategies,	absence of female labor,
202-204	273-276
and strategy	method of study, 269-270
dawn of commercial aviation	organizational culture, 267-268
and all-male flight crew,	TCA (1937–1941), 291
198-199	Board and Canadian
professionalization of female	Railwayman, 292–293
flight attendant, 205–206	theoretical framework, 268-269
"Systemic approach", 50, 51	See also British Airways (BA);
Systemic discrimination, 51	Pan American Airways
	(Pan Am)
TCA. See Trans-Canada Air Lines	"Tried-and-true" labour, 42
(TCA)	TWA. See Trans World Airways
Technical knowledge, 87, 203, 233,	(TWA)
453-454	Two-way process, 216
Technical rules, 29, 56, 59, 268–269	
Textual analysis, 164, 211	UK National Health Service Trust,
Third World, 13, 258, 379	80
Total Quality Management (TQM),	Uniformed female staff and
55, 59, 78	corporate image, 221–222
"Toughness" process, 123	Unionization, 310, 313, 343
"Traces", 7, 8	United Air Lines (UAL), 64, 124,
Trans World Airways (TWA), 194,	267, 276, 294
254, 289–290, 312	United States, 293–296
Trans-Canada Air Lines (TCA),	Commercial Aviation in,
115, 122, 126, 137, 161,	(1918–1930)
266, 288, 464 <i>n</i>	US airline business, 221
employees, 299	US airlines, 199–200, 201–202
and Employment of Women,	US Interests, 403
(1938–1940), 301–303	US State Department, 404

"Unproductive prejudices", 354–355	discourse of women's liberation, 344–345
"Upper-crust" form of masculinity,	history, 78
45	identities for women of SFWR, 358
Value systems development, 20	issues, 360
varae systems de veropinent, 20	Qantas, 460–464
War years, 218–219, 271, 336, 425,	with SFWR, 362
443	Women's Opportunities Council,
Wartime contingencies, 282–284	314, 317
Wartime military, 41, 274	Women and Aviation in Canada,
Weick's sensemaking approach, 119	300-301
Weick's theory of sensemaking,	Women in management (WIM), 77
64–66	Women's Royal Air Force
See also Blackler's work on	(WRAF), 43, 102, 103,
activity systems	198, 241, 273
Welfare State, 225–226	Women's Royal Naval Service
Western Canadian Airways and	(WRNS), 88
Canadian Air Lines,	Work, 45
298-299	clerical, 280
White British organization,	identity, 358
257-259, 260	internal mental, 41, 195, 274, 323
Whiteness and European heritage,	multiple masculinities at,
428	259-263
WIM. See Women in management	Workplace discrimination, 50
(WIM)	"World of Women" article,
Womanhood, 44, 46, 50, 78, 80–81,	136–137
122, 211, 290–291, 303,	WRAF. See Women's Royal Air
389-390, 425	Force (WRAF)
Women, 122, 124, 212, 226, 229, 352	WRNS. See Women's Royal Naval Service (WRNS)
control mechanisms for, 359	WWII. See Second World War
	(WWII)