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Popular Culture, Political Economy and the Death of Feminism: Why women are in refrigerators and other stories (Popular Culture and World Politics)

Penny Griffin

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While some have argued that we live in a ‘postfeminist’ era that renders feminism irrelevant to people’s contemporary lives this book takes ‘feminism’, the source of eternal debate, contestation and ambivalence, and situates the term within the popular, cultural practices of everyday life. It explores the intimate connections between the politics of feminism and the representational practices of contemporary popular culture, examining how feminism is ‘made sensible’ through visual imagery and popular culture representations. It investigates how popular culture is produced, represented and consumed to reproduce the conditions in which feminism is valued or dismissed, and asks whether antifeminism exists in commodity form and is commercially viable.

Written in an accessible style and analysing a broad range of popular culture artefacts (including commercial advertising, printed and digital news-related journalism and commentary, music, film, television programming, websites and social media), this book will be of use to students, researchers and practitioners of International Relations, International Political Economy and gender, cultural and media studies.

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