	List of illustrations List of contributors	xi xii
	Introduction: re-imagining media and gender CYNTHIA CARTER, LINDA STEINER, AND LISA MCLAUGHLIN	1
	ART I er/histories	21
1	Media and the representation of gender MARGARET GALLAGHER	23
2	Mass media representation of gendered violence LISA M. CUKLANZ	32
3	Lone wolves: masculinity, cinema, and the man alone TIM EDWARDS	42
4	To communicate is human; to chat is female: the feminization of US media work VICKI MAYER	51
5	Rediscovering twentieth-century feminist audience research JOKE HERMES	61
6	Historically mapping contemporary intersectional feminist media studies ISABEL MOLINA-GUZMÁN AND LISA MARIE CACHO	71
7	Sexualities/queer identities AUDREY YUE	81
8	Gender, media, and trans/national spaces RADHA S. HEGDE	92

PART II Media industries, labor, and policy		103
9	Women and media control: feminist interrogations at the macro-level CAROLYN M. BYERLY	105
10	Risk, innovation, and gender in media conglomerates BEN ASLINGER	116
11	Putting gender in the mix: employment, participation, and role expectations in the music industries MARION LEONARD	127
12	Gender inequality in culture industries DENISE D. BIELBY	137
13	Shifting boundaries: gender, labor, and new information and communication technology URSULA HUWS	147
14	Gendering the commodity audience in social media TAMARA SHEPHERD	157
15	Youthful white male industry seeks "fun"-loving middle-aged women for video games—no strings attached SHIRA CHESS	168
16	Boys are girls are : how children's media and merchandizing construct gender DAFNA LEMISH	179
17	Girls' and boys' experiences of online risk and safety SONIA LIVINGSTONE, VERONIKA KALMUS, AND KAIRI TALVES	190
18	Holy grail or poisoned chalice? Three generations of men's magazines ANNABELLE MOONEY	201
19	Making public policy in the digital age: the sex industry as a political actor KATHARINE SARIKAKIS	211
20	Gender and digital policy: from global information infrastructure to internet governance LESLIE REGAN SHADE	222

21	Gender and media activism: alternative feminist media in Europe ELKE ZOBL AND ROSA REITSAMER	233
22	Between legitimacy and political efficacy: feminist counter-publics and the internet in China IAM-CHONG IP AND OI-WAN LAM	245
	ART III lages and representations across texts and genres	257
23	Buying and selling sex: sexualization, commerce, and gender KAREN BOYLE	259
24	Class, gender, and the docusoap: The Only Way Is Essex HEATHER NUNN AND ANITA BIRESSI	269
25	Society's emerging femininities: neoliberal, postfeminist, and hybrid identities on television in South Africa SHELLEY-JEAN BRADFIELD	280
26	A nice bit of skirt and the talking head: sex, politics, and news KAREN ROSS	290
27	Transgender, transmedia, transnationality: Chaz Bono in documentary and Dancing with the Stars KATHERINE SENDER	300
28	Celebrity, gossip, privacy, and scandal MILLY WILLIAMSON	311
29	"Shameless mums" and universal pedophiles: sexualization and commodification of children SARA BRAGG	321
30	Glances, dances, romances: an overview of gendered sexual narratives in teen drama series SUSAN BERRIDGE	332
31	Smoothing the wrinkles: Hollywood, "successful aging," and the new visibility of older female stars JOSEPHINE DOLAN	342
32	Perfect bodies, imperfect messages: media coverage of cosmetic surgery and ideal beauty J. ROBYN GOODMAN	352

33	Globalization, beauty regimes, and mediascapes in the New India RADHIKA PARAMESWARAN	363
34	Narrative pleasure in Homeland: the competing femininities of "rogue agents" and "terror wives" GARGI BHATTACHARYYA	374
35	Above the fold and beyond the veil: Islamophobia in Western media NAHED ELTANTAWY	384
36	Sport, media, and the gender-based insult DAVID ROWE	395
PA	RT IV	
M	edia audiences, users, and prosumers	407
37	Subjects of capacity? Reality TV and young women LAURIE OUELLETTE	409
38	Telenovelas, gender, and genre ESTHER HAMBURGER	419
39	Gendering and selling the female news audience in a digital age DUSTIN HARP	430
40	Looking beyond representation: situating the significance of gender portrayal within game play CHRISTINE DAVIAULT AND GARETH SCHOTT	440
41	Textual orientation: queer female fandom online JULIE LEVIN RUSSO	450
42	Delivering the male—and more: fandom and media sport TOBY MILLER	461
43	Men's use of pornography MATTHEW B. EZZELL	473
44	Gender and social media: sexism, empowerment, or the irrelevance of gender? TANJA CARSTENSEN	483
45	Slippery subjects: gender, meaning, and the Bollywood audience SHAKUNTALA BANAII	493

46	Asian women audiences, Asian popular culture, and media globalization YOUNA KIM	503
47	Women as radio audiences in Africa TANJA BOSCH	514
48	Reading girlhood: opportunities for social literacy DAWN H. CURRIE	523
49	Investigating users' responses to Dove's "real beauty" strategy: feminism, freedom, and Facebook DARA PERSIS MURRAY	533
50	Feminism in a postfeminist world: women discuss who's "hot"—and why we care—on the collegiate "Anonymous Confession Board" ANDREA L. PRESS AND FRANCESCA TRIPODI	543
51	Gendered networked visualities: locative camera phone cultures in Seoul, South Korea LARISSA HJORTH	554
52	Gendering the Arab Spring: Arab women journalists/activists, "cyberfeminism," and the sociopolitical revolution SAHAR KHAMIS	565
PA	RT V	
Ge	ndered media futures and the future of gender	577
53	Latinas on television and film: exploring the limits and possibilities of inclusion ANGHARAD N. VALDIVIA	579
54	Postfeminist sexual culture ROSALIND GILL	589
55	Post-postfeminism CATHARINE LUMBY	600
56	Policing the crisis of masculinity: media and masculinity at the dawn of the new century BRENTON J. MALIN	610
	Glassy architectures in journalism LINDA STEINER	620

58	Intersectionality, digital identities, and migrant youths: Moroccan Dutch youths as digital space invaders KOEN LEURS AND SANDRA PONZANESI	632
59	Online popular anti-sexism political action in the UK and USA: the importance of collaborative anger for social change CYNTHIA CARTER	643
	Index	654