

Twenty-first Century Feminism

Forming and Performing Femininity

Edited by

Claire Nally

Northumbria University, UK

Angela Smith

University of Sunderland, UK

palgrave
macmillan

Contents

<i>List of Illustrations</i>	viii
<i>Acknowledgements</i>	ix
<i>Notes on Contributors</i>	x
1 Introduction	1
<i>Angela Smith</i>	
2 'Strange Borrowing': Affective Neuroscience, Neoliberalism and the 'Cruelly Optimistic' Gendered Bodies of CrossFit	17
<i>Leslie Heywood</i>	
Panksepp's and Porges's affective neuroscience: Cross-species affect in the autonomic nervous system and the mammalian brain	21
The rhetoric of gender: Naked athletes in <i>ESPN Magazine</i>	25
Gendering CrossFit: Alternatives and rearticulations	30
3 Big Sister TV: Bossiness, Bullying and Banter in Early Twenty-first Century Make-over Television	41
<i>Angela Smith</i>	
Bullying head girls as presenters	43
Humiliation? Every woman's gay best friend	52
Banter and bullying	58
Conclusions	63
4 Boredom and Reinvention for the Female Gaze Within Personal Fashion Blogs	66
<i>Jennifer Anyan</i>	
Introduction	67
Online social spaces	70

For the female gaze	74
Being bored	75
Stylebubble and the process of identification	78
Themanrepeller and rejection of the male gaze	80
Carrie Bradshaw's legacy	84
Like me	87
Apathy, melancholy and boredom	89
Conclusion	90
5 In Full View: Involuntary Porn and the Postfeminist Rhetoric of Choice	93
<i>Anne Burns</i>	
Introduction	93
Theoretical approaches to 'choice'	94
Feminism and 'choice'	95
Methods	96
Comments as research material	96
Studying involuntary porn websites	97
Findings – narratives of choice	98
A woman's choice	98
The consequences of 'choice'	104
The viewer's choice	108
Desire and repulsion	111
Conclusion	113
Limitations of the study and suggestions for further research	114
6 Miranda and <i>Miranda</i>: Feminism, Femininity and Performance	119
<i>Rosie White</i>	
7 Flexible Femininities? Queering <i>Kawaii</i> in Japanese Girls' Culture	140
<i>Makiko Iseri</i>	
Bodily politics of femininity, visibility and flexibility	141
Genealogy of Japanese girls' culture and reinventing the <i>kawaii</i>	143

<i>Gyaru</i> culture: Deviant femininities as a strategy for survival	143
Harajuku girls: <i>Kawaii</i> fashion for independent girls	145
Reinvention of <i>kawaii</i> and commercialization of girls' culture	148
Flexible 'n' quirky: Kyary Pamyu Pamyu and her unusual world of <i>kawaii</i>	150
Kyary's flexible bodies: Theatricality, impersonation and transformation	151
Quirky enough to be flexible: The fetishization of otherness	154
Kyary's immaturity and <i>kawaii</i> nationalism	157
8 'Whatever it is that you desire, halve it': The Compromising of Contemporary Femininities in Neo-Victorian Fictions	164
<i>Karen Sturgeon-Dodsworth</i>	
<i>Index</i>	184