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Altri autori (Persone)	DaleJoshua Paul
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Nota di contenuto	The aesthetics and affects of cuteness / Joshua Paul Dales, Joyce Goggin, Julia Leyda, Anthony P. McIntyre, and Diane Negra -- The appeal of the cute object: desire, domestication, and agency / Joshua Paul Dale -- Cuteness and control in portal / Megan Arkenberg -- "This Baby Sloth Will Inspire You to Keep Going": capital, labor, and the affective power of cute animal videos / Allison Page -- "I'll be Dancin": American soldiers, cute YouTube performances, and the deployment of soft power in the War on Terror / Maria Pramaggiore -- Live cuteness 24/7: performing boredom on animal live streams / Katy Peplin -- When awe turns to awww ...: Jeff Koons's Balloon Dog and the Cute Sublime / Elizabeth Legge -- Cute twenty-first century post-fembots / Julia Leyda -- Designing affection: on the curious case of machine cuteness / Joel Gn -- Soft and hard: accessible masculinity, celebrity, and post-millennial cuteness / Michael DeAngelis -- Affective marketing and the cuteness of kiddies / Joyce Goggin -- Kittens, farms, and wild pandas: the impact of cuteness in adult gamble-play

media / Cesar Albarran-Torres -- Under the yolk of consumption: re-envisioning the cute as consumable / Nadia de Vries -- Ted, Wilfred, and the guys: twenty-first-century masculinities, raunch culture, and the affective ambivalences of cuteness / Anthony P. McIntyre.

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#### Sommario/riassunto

Cuteness is one of the most culturally pervasive aesthetics of the new millennium and its rapid social proliferation suggests that the affective responses it provokes find particular purchase in a contemporary era marked by intensive media saturation and spreading economic precarity. Rejecting superficial assessments that would deem the ever-expanding plethora of cute texts trivial, *The Aesthetics and Affects of Cuteness* directs serious scholarly attention from a variety of academic disciplines to this ubiquitous phenomenon. The sheer plasticity of this minor aesthetic is vividly on display in this collection which draws together analyses from around the world examining cuteness's fundamental role in cultural expressions stemming from such diverse sources as military cultures, high-end contemporary art worlds, and animal shelters. Pushing beyond prevailing understandings that associate cuteness solely with childhood or which posit an interpolated parental bond as its primary affective attachment, the essays in this collection variously draw connections between cuteness and the social, political, economic, and technological conditions of the early twenty-first century and in doing so generate fresh understandings of the central role cuteness plays in the recalibration of contemporary subjectivities.

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