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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: boom and bust? gender and austerity in popular culture / Helen Davies and Claire O'Callaghan -- A big-neo Victorian society? gender, austerity and conservative family values in The Mill / Helen Davies -- THe Downturn at Downton : money and masculinity in Downton Abbey / Claire O'Callaghan -- Wartime housewives and vintage women : A.S. Byatt's Ragnarok : THe End of the Gods and reframing popular nostalgia / Leanne Bibby -- 'Thatcher's Bloody Britain! : unemployment and gender in neoliberal Britain in The Young Ones and Men Behaving Badly / Lauren Piko and Evan Smith -- From homebuyer advisor to angel of the hearth : the development of Kirstie Allsopp as the female face of channel 4 'Squeezed Middle' austerity programming / Diane Charlesworth -- The Walking Dead and gendering zombie austerity / Zach Finch -- Embodying austerity : food and physicality in The Hunger Games / Erin Wyble Newcomb -- 'I Want What Everyone Wants' : cruel optimism in HBO's Girls / Ruth Charnock -- Baring the recession : sexual sensationalism and gender (a)politics in contemporary culture / Stephanie Genz.
Sommario/riassunto	"From the gritty landscapes of The Hunger Games and The Walking

Dead, to the portrayal of the twenty-first-century precariat in Girls, this book explores how transatlantic visual culture has represented and reconstructed ideas of gender in times of financial crisis. Drawing on social, cultural and feminist theory, these writers explore how men and women experience austerity differently and illuminate the problematic ways in which economic policy can shape how gender is presented in popular culture. Written from the perspective that the popular is indeed political, this book considers film, literature and television's ideological attitudes towards race, sex and disability. It also takes into account how mass culture has responded to austerity in the past and the present, whilst examining the impact that feminism will have in the future." -- Publisher's description.
