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Titolo	Body panic [[electronic resource]] : gender, health, and the selling of fitness / / Shari L. Dworkin and Faye Linda Wachs
Pubbl/distr/stampa	New York, : New York University Press, c2009
ISBN	0-8147-8525-5 0-8147-2074-9
Descrizione fisica	1 online resource (236 p.)
Altri autori (Persone)	WachsFaye Linda
Disciplina	306.4/613
Soggetti	Body image - United States Advertising, Magazine - United States Culture - United States Gender identity - United States Physical fitness - United States Exercise - Psychological aspects Electronic books.
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 201-217) and index.
Nota di contenuto	The nature of body panic culture -- What kinds of subjects and objects? Gender, consumer culture, and convergence -- Size matters : male body panic and the third wave "crisis of masculinity" -- "Getting your body back" : postindustrial fit motherhood and the merger of the second (household labor/child care) and third (fitness) shifts -- From Women's sports & fitness to Self : third wave feminism and the consumption conundrum -- Emancipatory potential, social justice, and the consumptive imperative.
Sommario/riassunto	Are you ripped? Do you need to work on your abs? Do you know your ideal body weight? Your body fat index? Increasingly, Americans are being sold on a fitness ideal - not just thin but toned, not just muscular but cut - that is harder and harder to reach. In <i>Body Panic</i> , Shari L. Dworkin and Faye Linda Wachs ask why. How did these particular body types come to be "fit"? And how is it that having an unfit, or "bad," body gets conflated with being an unfit, or "bad," citizen? Dworkin and Wachs head to the newsstand for this study,

examining ten years worth of men's and women's health and fitness magazines to determine the ways in which bodies are "made" in today's culture. They dissect the images, the workouts, and the ideology being sold, as well as the contemporary links among health, morality, citizenship, and identity that can be read on these pages. While women and body image are often studied together, *Body Panic* considers both women's and men's bodies side-by-side and over time in order to offer a more in-depth understanding of this pervasive cultural trend.
