

1. Record Nr.	UNINA9910465168003321
Autore	Kaklamanidou Betty <1972-, >
Titolo	Genre, gender and the effects of neoliberalism : the new millennium Hollywood rom com // Betty Kaklamanidou
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York : , : Routledge, , 2013
ISBN	0-203-07010-0 1-299-27956-2 1-135-09004-1
Descrizione fisica	1 online resource (209 p.)
Collana	Popular culture and world politics
Disciplina	791.43/6543
Soggetti	Romantic comedy films - United States - History and criticism Motion pictures - United States - History - 21st century Love in motion pictures Sex role in motion pictures Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- The battle of the sexes rom com: to be continued? -- The "new" career woman rom com -- The fantasy rom com -- The action rom com -- The teen rom com -- The "mature" rom com: heroines and heroes "of a certain age" -- The baby-crazed rom com -- The man-com cluster -- The indie rom com -- Romantic comedy and the "other": race, ethnicity, and the transcendental star -- Epilogue.
Sommario/riassunto	The romantic comedy has long been regarded as an inferior film genre by critics and scholars alike, accused of maintaining a strict narrative formula which is considered superficial and highly predictable. However, the genre has resisted the negative scholarly and critical comments and for the last three decades the steady increase in the numbers of romantic comedies position the genre among the most popular ones in the globally dominant Hollywood film industry. The enduring power of the new millennium romantic comedy, proves that therein lies something deeper and worth investigating. <