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Nota di contenuto	1. Women's brands and brands of women : segmenting audiences and network identities -- 2. Fighting for families and femininity : the hybrid narratives of the action drama -- 3. Sex, careers, and Mr. Right in comedic dramas : the "new" new women of Ally McBeal and Sex and the city -- 4. Same story, different channel? Returning home and starting over in protagonist-centered family dramas -- 5. Of female cops and docs : the reformulation of workplace dramas and other trends in mixed-sex ensembles.