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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. <