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Nota di contenuto	Introduction : popular representations of active masculinity since the late 1960s -- 1. Armchair thrills and the new adventurer -- 2. "I married Rambo" : action, spectacle, and melodrama -- 3. Omega men : late 1960s and early 1970s action heroes -- 4. Airport fiction : the men of mass-market literature -- 5. Restaging heroic masculinity : Jackie Chan and the Hong Kong action film -- Conclusion : the future of active masculinity.
Sommario/riassunto	What accounts for the massive global popularity of action films and adventure literature? How do men and women respond to iconic screen

stars such as Jackie Chan, Arnold Schwarzenegger, Steve McQueen, and Charlton Heston? Action genres have been Hollywood's most profitable global exports for most of its history, their male heroes the subject of much fascination and derision. Bestselling literary thrillers, from *The Hunt for Red October* to *Into Thin Air*, have also contributed markedly to popular understandings of male activity. *Action Figures* takes stock of action narratives' many appeals and recognizes how contemporary crises of gender identity manifest themselves in popular commercial texts.

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