

1. Record Nr.	UNINA9910960714203321
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Titolo	Action Figures : Men, Action Films, and Contemporary Adventure Narratives / / by M. Gallagher
Pubbl/distr/stampa	New York : , : Palgrave Macmillan US : , : Imprint : Palgrave Macmillan, , 2006
ISBN	9786611363604 9781281363602 128136360X 9781403977236 1403977232
Edizione	[1st ed. 2006.]
Descrizione fisica	1 online resource (240 p.)
Disciplina	791.43/655
Soggetti	Sex Culture Motion pictures Television broadcasting Ethnology Gender Studies Sociology of Culture Film and Television Studies Regional Cultural Studies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [223]-226) and index.
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.
