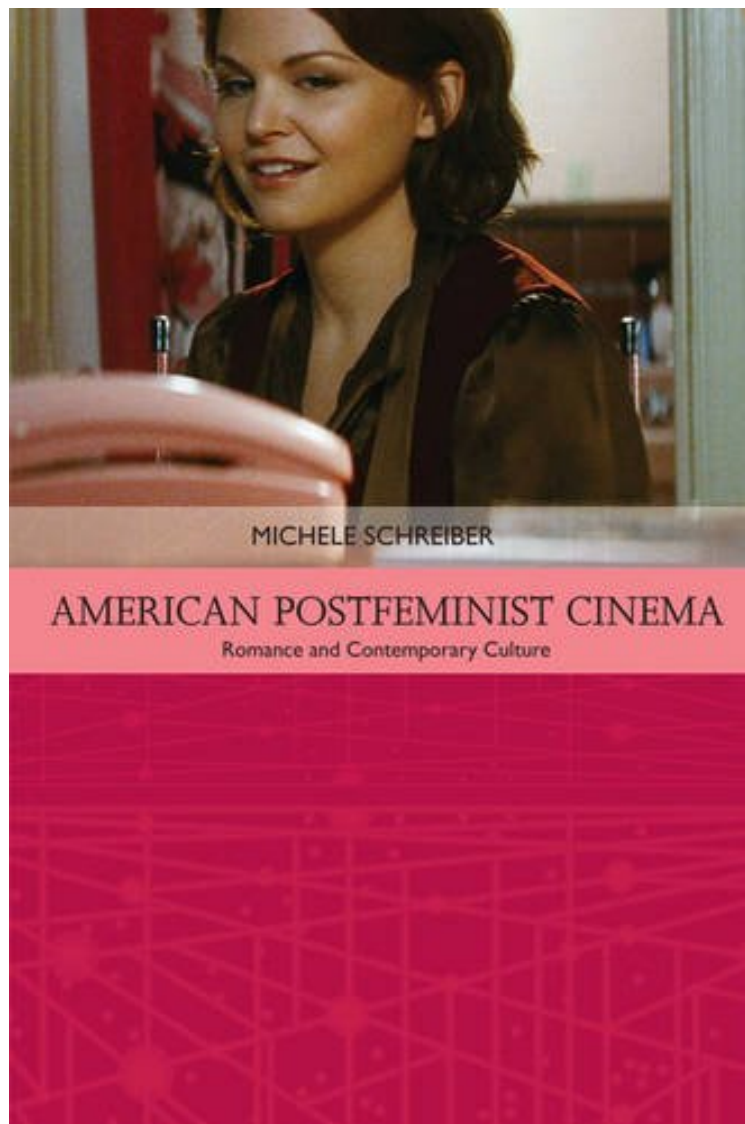


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## American Postfeminist Cinema: Women, Romance and Contemporary Culture (Traditions in American Cinema EUP)

*Michele Schreiber*

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Cinema EUP):

In light of their tremendous gains in the political and professional sphere, why is it that most contemporary American films aimed at women still focus almost exclusively on their pursuit of a heterosexual romantic relationship? *American Postfeminist Cinema* explores this question and is the first book to examine the symbiotic relationship between heterosexual romance and postfeminist culture. The book argues that since 1980, postfeminism's most salient tensions and anxieties have been reflected and negotiated in the American romance film. Case studies from a broad range of Hollywood and independent films and other media texts reveal how the postfeminist romance cycle is intertwined with contemporary women's ambivalence and broader cultural anxieties about their changing social and political status. This accessible and engaging book offers a new perspective on both popular American romance films and postfeminist cultural criticism. It continues the tradition of feminist analysis of romance as a significant media genre for women and is essential reading for students and scholars in Film Studies, Cultural Studies, and Gender Studies. About the series: *Traditions in American Cinema* explores a wide range of traditions in American cinema which are in need of introduction, investigation or critical reassessment. Each book emphasizes the multiplicity rather than the supposed homogeneity of studio era and independent filmmaking.

"Schreiber's text provides a valuable insight into the continued influence of postfeminist anxieties surrounding heterosexual romance on contemporary American cinema. Her framework of the conventions of the 'postfeminist romance cycle' offers a useful method for analysis that could be expanded upon in further research projects. The text will be of interest to scholars in the fields of gender and sexuality, film and romance, in addition to cultural historians and researchers of American Studies in general." -- Krystina Osborne, CERCLES About the Author Michele Schreiber is Assistant Professor of Film and Media Studies at Emory University.