

EMERGENT FEMINISMS

Complicating a Postfeminist
Media Culture

Edited by Jessalynn Keller and Maureen E. Ryan

 Routledge
Taylor & Francis Group
NEW YORK AND LONDON

CONTENTS

<i>List of Figures</i>	vii
<i>List of Contributors</i>	ix
<i>Acknowledgments</i>	xii
Introduction: Mapping Emergent Feminisms <i>Jessalynn Keller and Maureen E. Ryan</i>	1
Identities	23
1 <i>Being Mary Jane</i> and Postfeminism's Problem With Race <i>Amanda Rossie</i>	25
2 "Are you a <i>Feminist?</i> ": Celebrity, Publicity, and the Making of a PR-Friendly Feminism <i>Bryce Renninger</i>	42
3 "I'm Cool With It": The Popular Feminism of <i>Inside Amy Schumer</i> <i>Taylor Nygaard</i>	57
4 Playing in the Closet: Female Rock Musicians, Fashion, and Citational Feminism <i>Alyxandra Vesey</i>	73

Solidarities	91
5 #iammorethanadistracted: Connecting Local Body Politics to a Digital Feminist Movement <i>Emilie Zaslow</i>	93
6 Indignant Feminism: Parsing the Ironic Grammar of YouTube Activism <i>Sujata Moorti</i>	108
7 From Pro-Equality to Anti-Sexual Violence: The Feminist Logics of Title IX in Media Culture <i>Sarah Projansky</i>	126
8 Black “Rantings”: Indigenous Feminisms Online <i>Verity Trott</i>	143
Ambivalences	159
9 The <i>New Afro</i> in a Postfeminist Media Culture: Rachel Dolezal, Beyoncé’s “Formation,” and the Politics of Choice <i>Cheryl Thompson</i>	161
10 #WomenAgainstFeminism: Towards a Phenomenology of Incoherence <i>Jonathan Cohn</i>	176
11 Lean In or Bend Over? Postfeminism, Neoliberalism, and Hong Kong’s <i>Wonder Women</i> <i>Gina Marchetti</i>	193
12 @NoToFeminism, #FeministsAreUgly, and Misandry Memes: How Social Media Feminist Humor is Calling out Antifeminism <i>Emilie Lawrence and Jessica Ringrose</i>	211
<i>Index</i>	233