



The Aftermath of Feminism: Gender, Culture and Social Change (Culture, Representation and Identity series)

By Angela McRobbie

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Congratulations to Dr. McRobbie! This book has been named to the list of books for the 2009 Critics Choice Book Award of the American Educational Studies Association (AESA).

These essays show Angela McRobbie reflecting on a range of issues which have political consequence for women, particularly young women, in a context where it is frequently assumed that progress has been made in the last 30 years, and that with gender issues now 'mainstreamed' in cultural and social life, the moment of feminism per se is now passed.

McRobbie trenchantly argues that it is precisely on these grounds that invidious forms of gender -re-stabilisation are able to be re-established. Consumer culture, she argues, encroaches on the terrain of so called female freedom, appears supportive of female success only to tie women into new post-feminist neurotic dependencies.

These nine essays span a wide range of topics, including

- the UK government's 'new sexual contract' to young women,
- popular TV makeover programmes,
- feminist theories of backlash and the 'undoing' of sexual politics,
- feminism in a global frame
- the 'illegible rage' underlying contemporary femininities.

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Editorial Review

Review

McRobbie has written a profound and profoundly disturbing analysis of the state of feminism in contemporary Britain. Weaving together analyses of culture, economics, politics and everyday life, this is a superb demonstration of why cultural studies matters, and of why McRobbie remains one of its most original and important contributors. This book will enlighten you, anger you, inspire you, and force you to ask new questions - I can't ask for anything more from a book. (Larry Grossberg)

McRobbie has produced a landmark text. She argues for a form of feminism that is aware of the contemporary complexities of global media culture while still attentive to political questions of identity, engagement and justice. *The Aftermath of Feminism* is highly sophisticated and theoretically informed, yet also readable and inspiring. It is essential reading for anyone interested in contemporary cultural politics. (Claire Colebrook)

Angela McRobbie has written a courageous and much-needed book, exploring the after-effects of the shift to neoliberalism in which young women today can appear to have everything they wanted, presented in an array of choice and empowerment. She interrogates its dark underbelly and exposes the huge losses for women that ensue. (Sociology)

The inter-disciplinary nature of McRobbie's account is one of its strengths, drawing as it does on psychoanalysis, feminist sociology and cultural studies to provide a powerful breadth of analysis... for a thought-provoking and articulate analysis of what is left for feminism - and what has been lost - this book is excellent.

(Psychology of Women Review)

Angela McRobbie is one of the most prolific and inspiring feminist theorists in the wide field of cultural and media studies... the compilation of these essays in one volume brilliantly shows the consistency in McRobbie's analysis of gender in widely different contemporary cultural products and discourses.

(Liesbet van Zoonen)

To those feminists who assumed that women's increased labor force participation and a handful of legal victories would, perhaps, engender a continuing commitment to socialist-feminist values, *The Aftermath of Feminism* is a sobering wake-up call. McRobbie's various references to films, television, magazines, and popular culture are not simply a stroll down a post-feminist lane; rather, these texts help illuminate the forms of gender power which help produce and reproduce women's continued domination and subordination. The book is an assault on 'gender mainstreaming', or the idea that, though feminism may have lost popularity as a public protest movement, it is alive and well 'behind the scenes' in the 'practical world of women's issues'.

Read the full review [here](#).

(International Journal of Communication)

About the Author

Angela McRobbie is Professor of Communications at Goldsmiths College, London, and her recent books include: *British Fashion Design* (Routledge, 1998), *In the Culture Society*, (Routledge, 1999), and *Feminism and Youth Culture: Second Edition* (Palgrave, 2000)

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