

From domestic goddess to desperate housewife, *What a Girl Wants?* explores the importance and centrality of postfeminism in contemporary popular culture. Focusing on a diverse range of media forms, including film, TV, advertising and journalism, Diane Negra holds up a mirror to the contemporary female subject who finds herself centralized in commodity culture to a largely unprecedented degree at a time when Hollywood romantic comedies, chick-lit, and female-centred primetime TV dramas all compete for her attention and spending power. The models and anti-role models analyzed in the book include the chick flick heroines of princess films, makeover movies and time travel dramas, celebrity brides and bravura mothers, the runaway bride sensation Jennifer Wilbanks, the sex workers, flight attendants and nannies who maintain such a high profile in postfeminist popular culture, the authors of postfeminist panic literature on dating, marriage and motherhood and the domestic gurus who propound luxury lifestyling as a showcase for the achieved female self.

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Title, *What a Girl Wants?: Fantasizing the Reclamation of Self in Postfeminism*. Author, Diane Negra. Publisher, Taylor & Francis, *Fantasizing the Reclamation of Self in Postfeminism 1* by Diane Negra (ISBN: *What a Girl Wants* explores the importance and centrality of postfeminism in. *Fantasizing the Reclamation of Self in Postfeminism* From domestic goddess to and journalism, Diane Negra holds up a mirror to the contemporary female subject who finds herself .. 'A New Feminist Revolution in Hollywood Comedy'?).

postfeminism is an interesting although disturbing development, but i am more interested - and think it's more productive - as a social phenomenon than as a. *Fantasizing the Reclamation of Self in Postfeminism*. specific locales as hometowns: it is through their behaviour, as hometown girls who retreat and belong.

Introduction -- Postfeminism, family values, and the social fantasy of the hometown *What a Girl Wants?: Fantasizing the Reclamation of Self in Postfeminism*. book, *What a Girl Wants: Fantasizing the Reclamation of Self in Postfeminism*, treads familiar territory. Writing from a media studies perspective, Negra looks at a.

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