Contents

Acknowledgments vii

Introduction: Feminized Popular Culture in the Early Twenty-first Century 1

Elana Levine

PART I: PASSIONS

1. Fifty Shades of Postfeminism: Contextualizing Readers’ Reflections on the Erotic Romance Series 15
   Melissa A. Click

2. ABC’s Scandal and Black Women’s Fandom 32
   Kristen J. Warner

3. Television for All Women? Watching Lifetime’s Devious Maids 51
   Jillian Báez

4. Women, Gossip, and Celebrity Online: Celebrity Gossip Blogs as Feminized Popular Culture 71
   Erin A. Meyers
PART II: BODIES

5. Mothers, Fathers, and the Pregnancy App Experience: Designing with Expectant Users in Mind  
   Barbara L. Ley  
   95

6. Fashioning Feminine Fandom: Fashion Blogging and the Expression of Mediated Identity  
   Kyra Hunting  
   116

7. Women’s Nail Polish Blogging and Femininity: “The girliest you will ever see me”  
   Michele White  
   137

8. Dance, Dance, Dance, Dance, Dance, Dance All Night! Mediated Audiences and Black Women’s Spirituality  
   Beretta E. Smith-Shomade  
   157

PART III: LABORS

9. Working Girls: The Precariat of Chick Lit  
   Suzanne Ferriss  
   177

10. After Ever After: Bethenny Frankel, Self-Branding, and the “New Intimacy of Work”  
    Suzanne Leonard and Diane Negra  
    196

11. Keeping Up with the Kardashians: Fame-Work and the Production of Entrepreneurial Sisterhood  
    Alice Leppert  
    215

12. Pinning Happiness: Affect, Social Media, and the Work of Mothers  
    Julie Wilson and Emily Chivers Yochim  
    232

13. Sweet Sisterhood: Cupcakes as Sites of Feminized Consumption and Production  
    Elizabeth Nathanson  
    249

Contributors  

Index  

269  

273