

CONTENTS



FIGURES vii

ACKNOWLEDGMENTS ix

INTRODUCTION 1

CHAPTER ONE Reading Cyborgs, Writing Feminism:
Reading the Body in Contemporary Culture 17

CHAPTER TWO Feminist Bodybuilding 41

CHAPTER THREE On the Cutting Edge: Cosmetic
Surgery and New Imaging Technologies 56

CHAPTER FOUR Public Pregnancies and
Cultural Narratives of Surveillance 80

CHAPTER FIVE The Virtual Body in Cyberspace 116

CHAPTER SIX Feminism for the Incurably Informed 133

EPILOGUE The Role of the Body in Feminist Cultural
Studies of Science and Technology 157

NOTES 165

INDEX 213

FIGURES



1. *LIFE* magazine cover featuring the special report “Visions of Tomorrow.” 2
2. “Replaceable You,” a miscellany of replacement body parts, from *LIFE* magazine’s special report “Visions of Tomorrow.” 7
3. Postmastectomy products available from the Sears Health Care Specialog. 8
4. Maria the Robot from Fritz Lang’s film *Metropolis*. 18
5. *Newsweek* magazine cover featuring video persona Max Headroom. 19
6. *Elektra Assassin* cover. 19
7. Cover of Marshall McLuhan’s book *The Mechanical Bride*. 30
8. The Capezio Woman. 30
9. *National Enquirer* article about a prizewinning female bodybuilder. 44
10. *Newsweek* magazine cover featuring Florence Griffith-Joyner. 45
11. Cover of *Flex Appeal* by Rachel. 48
12. Bodybuilder Bev Francis deadlifting 500 pounds. 52
13. Bodybuilders Bev Francis, Carla Dunlap, and Rachel McLish. 53
14. Line drawing from a cosmetic surgery text, illustrating the angles and proportions of the ideal female face. 60

15. Line drawing from a cosmetic surgery text, illustrating the angles and proportions of the ideal male face. 61
16. Advertisements for the Center for Cosmetic Surgery. 65
17. Plastic surgery appeal aimed at a male audience, from *Everything You Always Wanted to Know about Plastic Surgery*. 68
18. Plastic surgery appeal aimed at a female audience, from *Everything You Always Wanted to Know about Plastic Surgery*. 72
19. Advertisements for the Liposuction Institute and the Vein Specialists. 73
20. Cosmetic surgery advertisement showing “before” and “after” images produced by video imaging program. 75
21. Cover of *Test-Tube Conception: A Blend of Love and Science*. 82
22. Physician looking through a laparoscope into a woman’s ovary. 92
23. Cover of *Mondo 2000*, featuring Debbie Harry. 118
24. “High Performance Waldo.” 130
25. Cover of *boING boING*. 130
26. Cover of *Mondo 2000 User’s Guide to the New Edge*. 135
27. Cover of *Synners* by Pat Cadigan. 137
28. Matrix of four characters and their VR embodiments in Pat Cadigan’s cyberpunk novel *Synners*. 140
29. Postmodern forms of technological embodiment. 145