Contents

knowledgments	vii
Introduction: Beyond Binaries: Contemporary Approaches to Women and Exercise PIRKKO MARKULA AND EILEEN KENNEDY	1
RT I e Business of Exercise: Selling and Consuming Fitness	27
Love Your Body? The Discursive Construction of Exercise in Women's Lifestyle and Fitness Magazines EILEEN KENNEDY AND EVDOKIA PAPPA	29
Women Developing and Branding Fitness Products on the Global Market: The Method Putkisto Case JAANA PARVIAINEN	44
'Folding': A Feminist Intervention in Mindful Fitness PIRKKO MARKULA	60
RT II dy Trouble: Fat Women and Exercise	79
Fit, Fat and Feminine? The Stigmatization of Fat Women in Fitness Gyms LOUISE MANSFIELD	81
I Am (Not) Big It's the Pictures that Got Small: Examining Cultural and Personal Exercise Narratives and the Fear of Fat KERRY R. McGANNON, CHRISTINA R. JOHNSON AND JOHN C. SPENCE	101
Large Women's Experiences of Exercise KAREN SYNNE GROVEN, KARI NYHEIM SOLBRÆKKE AND GUNN ENGELSRUD	121
	Introduction: Beyond Binaries: Contemporary Approaches to Women and Exercise PIRKKO MARKULA AND EILEEN KENNEDY RT I e Business of Exercise: Selling and Consuming Fitness Love Your Body? The Discursive Construction of Exercise in Women's Lifestyle and Fitness Magazines EILEEN KENNEDY AND EVDOKIA PAPPA Women Developing and Branding Fitness Products on the Global Market: The Method Putkisto Case JAANA PARVIAINEN 'Folding': A Feminist Intervention in Mindful Fitness PIRKKO MARKULA RT II dy Trouble: Fat Women and Exercise Fit, Fat and Feminine? The Stigmatization of Fat Women in Fitness Gyms LOUISE MANSFIELD I Am (Not) Big It's the Pictures that Got Small: Examining Cultural and Personal Exercise Narratives and the Fear of Fat KERRY R. McGANNON, CHRISTINA R. JOHNSON AND JOHN C. SPENCE Large Women's Experiences of Exercise KAREN SYNNE GROVEN, KARI NYHEIM SOLBRÆKKE AND

vi Contents

7	Obesity, Body Pedagogies and Young Women's Engagement with Exercise EMMA RICH, JOHN EVANS AND LAURA DE PIAN	138
In (RT III the Name of Health: Women's Exercise and blic Health	159
8	The Significance of Western Health Promotion Discourse for Older Women from Diverse Ethnic Backgrounds SHARON WRAY	161
9	Growing Old (Dis)Gracefully? The Gender/Aging/ Exercise Nexus ELIZABETH C. J. PIKE	180
10	"Doing Something That's Good for Me": Exploring Intersections of Physical Activity and Health	197
Liv	RT IV red Body Experiences: Exercise, Embodiment and formance	227
11	The New 'Superwoman': Intersections of Fitness, Physical Culture and the Female Body in Romania JESSICA W. CHIN	229
12	Keep Your Clothes On! Fit and Sexy Through Striptease Aerobics MAGDALENA PETERSSON MCINTYRE	247
13	Becoming Aware of Gendered Embodiment: Female Beginners Learning Aikido PAULA LÖKMAN	266
14	Running Embodiment, Power and Vulnerability: Notes Toward a Feminist Phenomenology of Female Running JACQUELYN ALLEN-COLLINSON	280
Co: Ind	ntributors lex	299 306