

# CONTENTS

Introduction	ix
<b>PART ONE The New Embrace</b>	
1 The Corridors of Empower	3
2 Heroine Addicts: Feminism and Hollywood	29
3 Do These Underpants Make Me Look Feminist?	59
4 The Golden Age of (Feminist) TV	81
5 Our Beyoncés, Ourselves: Celebrity Feminism	111
<b>PART TWO The Same Old Normal</b>	
6 Killer Waves	141
7 Empowering Down	169
8 The Rise of Big Woman	193
9 Creeping Beauty	221
Epilogue: The End of Feel-Good Feminism	249
<b>ACKNOWLEDGMENTS</b>	259
<b>NOTES</b>	261
<b>INDEX</b>	269