

Contents

1 Do You Relate to This? Femininity, Affective Intimate Cultures and Neoliberalism	1
2 Managing Relatability: Feeling Rules and the Practice of Moderation	29
3 The Classificatory Reader: Relating to Others Through Digital Texts	61
4 Intimacy and Value: Telling the Self Through Figures	93
5 The Practices and Politics of a Relatable Brand	125
6 Relatability, Feminism, and the Shifting Sexual Contract	155
7 Ambivalence and Attachment: Some Final Reflections	179
Index	191