



Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society)

By Adrienne Evans, Sarah Riley

[Download now](#)

[Read Online](#) 

Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley

Key cultural shifts have enabled a "new sexualization" of women. Neoliberal, consumerist, and postfeminist media culture have shaped ways of understanding female sexuality, embodied by the figure of the choosing, empowered, entrepreneurial consumer citizen-woman, whose economic capital determines feminine success (and failure). Informed by older constructs of privilege such as class, sexuality, race and (dis)ability, this version of sexiness also constrains by folding contemporary femininity back into previous panics about youth, excess, "bad" consumption, and appropriate feminine behavior

In *Technologies of Sexiness*, Adrienne Evans and Sarah Riley identify how current understandings of sexiness in public life and academic discourse have produced a "doubled stagnation," cycling around old debates without forward momentum. Developing a theoretical and methodological framework, they expand on the notion of a "technology of sexiness." They ask what happens and what is lost when people make sense of themselves within the complexities and contradictions of consumer-oriented constructs of sexiness. How do these discourses come to "transform the self"?

This book provides a framework for understanding how women make sense of their sexual identities in the context of a feminization of sexual consumerism. The authors analyze material collected with two groups of women: the "pleasure pursuers" and "functioning feminists," who broadly occupy positions across the pre- and post-Thatcher eras, and the changes brought about by the feminist movement. As one of the first book-length empirical studies to explore age-related femininities in the context of what "sexiness" means today, the authors develop a series of insights into various "technologies of the self" through analyses of space, nostalgia, and claims to authentic sexiness.



[Download Technologies of Sexiness: Sex, Identity, and Consu ...pdf](#)

 [Read Online Technologies of Sexiness: Sex, Identity, and Con ...pdf](#)

Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society)

By Adrienne Evans, Sarah Riley

Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley

Key cultural shifts have enabled a "new sexualization" of women. Neoliberal, consumerist, and postfeminist media culture have shaped ways of understanding female sexuality, embodied by the figure of the choosing, empowered, entrepreneurial consumer citizen-woman, whose economic capital determines feminine success (and failure). Informed by older constructs of privilege such as class, sexuality, race and (dis)ability, this version of sexiness also constrains by folding contemporary femininity back into previous panics about youth, excess, "bad" consumption, and appropriate feminine behavior

In *Technologies of Sexiness*, Adrienne Evans and Sarah Riley identify how current understandings of sexiness in public life and academic discourse have produced a "doubled stagnation," cycling around old debates without forward momentum. Developing a theoretical and methodological framework, they expand on the notion of a "technology of sexiness." They ask what happens and what is lost when people make sense of themselves within the complexities and contradictions of consumer-oriented constructs of sexiness. How do these discourses come to "transform the self"?

This book provides a framework for understanding how women make sense of their sexual identities in the context of a feminization of sexual consumerism. The authors analyze material collected with two groups of women: the "pleasure pursuers" and "functioning feminists," who broadly occupy positions across the pre- and post-Thatcher eras, and the changes brought about by the feminist movement. As one of the first book-length empirical studies to explore age-related femininities in the context of what "sexiness" means today, the authors develop a series of insights into various "technologies of the self" through analyses of space, nostalgia, and claims to authentic sexiness.

Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley **Bibliography**

- Sales Rank: #3427286 in Books
- Published on: 2014-08-29
- Original language: English
- Number of items: 1
- Dimensions: 6.40" h x .80" w x 9.40" l, .0 pounds
- Binding: Hardcover
- 184 pages



[Download Technologies of Sexiness: Sex, Identity, and Consumer Culture \(Sexuality, Identity, and Society\).pdf](#)



[Read Online Technologies of Sexiness: Sex, Identity, and Consumer Culture \(Sexuality, Identity, and Society\).pdf](#)

Download and Read Free Online Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley

Editorial Review

Review

"*Technologies of Sexiness* makes a very welcome and productive contribution to work in this area. There is so much repetition and 'stuckness' in contemporary academic writing about gender -- this was an absolute delight to read for its rejection of that and its determination to do something different." --Feona Attwood, Professor of Cultural Studies, Communication & Media, Middlesex University London

"*Technologies of Sexiness* locates the contemporary preoccupation with female sexual confidence and desirability within the growing dominance of consumerism, postfeminism, and neoliberalism. Evans and Riley have written an engaging and accessible book that will be essential reading for students interested in transformations of intimacy, changing gender relations, and debates about the sexualization of culture." --Rosalind Gill, Professor of Social and Cultural Analysis, School of Arts and Social Sciences, City University London

"This book offers an illuminating blend of social psychology, media studies and gender and sexuality theories to develop the innovative conceptual lens of technologies of feminine sexiness. Through detailed analysis of both contemporary postfeminist, sexualised media contexts and women's experiences, it demonstrates the psychosocial, performative play of a heterosexualized, otherizing gaze amongst women. This gives us a much needed insight into the psychology of new femininities through rich empirical research accounts, which are often missing from the abstract, theoretical or solely textual evocations of postfeminist media cultures. This book is a must-read for anyone interested in contemporary debates on postfeminism, femininity, heterosexuality and subjectivity." --Jessica Ringrose, Professor, Sociology of Gender and Education Institute of Education, University of London

"*Technologies of Sexiness: Sex, Identity, and Consumer Culture* offers two pieces to understanding women's sexuality in British (and by extension, Western) consumer cultures. First, Evans and Riley offer a brilliant analysis of how neoliberalism, postfeminism, and consumerism come together in young women's self-sexualization. The linkages of feminist thinking to neoliberalism have begun in other recent research (Fitz, Zucker, & Bay-Cheng, 2012), and the addition of consumerism is quite illuminating and worthy of the attention of feminist scholars. Second, they offer an intriguing qualitative analysis of two groups of women's thinking that [...] is worth researchers' attention and future work." --Janice D. Yoder, *PsycCRITIQUES*

About the Author

Adrienne Evans is a Senior Lecturer in Media at Coventry University. Her main research interest is in

exploring women's contemporary sexual identities. Her current work continues in contemporary gender relations and the use of creative methods in research and teaching. She has published this work in the *European Journal of Women's Studies*, *Journal of Gender Studies*, *Men and Masculinities*, *Teaching in Higher Education*, and *Feminism and Psychology*.

Sarah Riley is a Senior Lecturer in the Psychology Department at University College Wales, Aberystwyth. Her research takes a social constructionist approach to explore issues of identity in relation to gender, embodiment and youth culture. She has published widely in journals including *Feminism and Psychology*, *British Journal of Social Psychology*, *Sociology* and *Journal of Youth Studies*. She co-edited *Critical Bodies: Representations, Identities and Practices of Weight and Body Management* (Palgrave Macmillan, 2008), and *Doing a Qualitative Research Project* (Sage, 2011).

Users Review

From reader reviews:

Brad Marcum:

The book with title Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) possesses a lot of information that you can discover it. You can get a lot of gain after read this book. This specific book exist new expertise the information that exist in this book represented the condition of the world now. That is important to you to understand how the improvement of the world. That book will bring you inside new era of the global growth. You can read the e-book in your smart phone, so you can read it anywhere you want.

Jonathan Woods:

Beside this specific Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) in your phone, it can give you a way to get closer to the new knowledge or data. The information and the knowledge you may get here is fresh from oven so don't be worry if you feel like an aged people live in narrow village. It is good thing to have Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) because this book offers to you personally readable information. Do you oftentimes have book but you seldom get what it's interesting features of. Oh come on, that would not happen if you have this with your hand. The Enjoyable blend here cannot be questionable, like treasuring beautiful island. Use you still want to miss that? Find this book in addition to read it from now!

Mamie Shaw:

E-book is one of source of knowledge. We can add our knowledge from it. Not only for students but native or citizen require book to know the change information of year to be able to year. As we know those guides have many advantages. Beside we add our knowledge, may also bring us to around the world. With the book Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) we can consider more advantage. Don't someone to be creative people? To become creative person must choose to read a book. Simply choose the best book that suitable with your aim. Don't end up being doubt to change your life at this book Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society). You can more appealing than now.

Susan Crowell:

Some individuals said that they feel bored when they reading a reserve. They are directly felt that when they get a half parts of the book. You can choose typically the book Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) to make your personal reading is interesting. Your own personal skill of reading proficiency is developing when you just like reading. Try to choose simple book to make you enjoy you just read it and mingle the idea about book and studying especially. It is to be first opinion for you to like to available a book and go through it. Beside that the reserve Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) can to be your friend when you're really feel alone and confuse using what must you're doing of the time.

Download and Read Online Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley #B38VNU75KGX

Read Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley for online ebook

Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley books to read online.

Online Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley ebook PDF download

Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley Doc

Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley MobiPocket

Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley EPub

B38VNU75KGX: Technologies of Sexiness: Sex, Identity, and Consumer Culture (Sexuality, Identity, and Society) By Adrienne Evans, Sarah Riley