

OUTPUT Information

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From Blofeld to Moneypenny

Gender in James Bond

Steven Gerrard

EMERALD STUDIES IN POPULAR CULTURE AND GENDER

ADDITIONAL Information Statement

The James Bond phenomenon, mostly associated with the Eon Productions films spanning seven decades, shows no sign of abating. Despite COVID-19 curtailing Daniel Craig's last outing as 007, there are books, graphic novels, radio adaptations, and more, expanding the Bondian cultural sphere.

There has been considerable research focusing specifically on the Bond films as a cultural and social product. Therefore, Gerrard's book – an edited collection of fourteen chapters (all either written or edited by Gerrard) – focuses specifically on conceptions of gender within the Bond oeuvre, not only to add to the existing canon but to expand it.

Gerrard instigated this project in 2018. The project was 100% under Gerrard's leadership, apart from where the publisher made directions, and with individual chapter contributors writing their chapters. Gerrard authored the book's Introduction and Conclusion, as well as writing a chapter. This was to give a sense of overall continuity and style to the book. Each chapter was written by the individual contributors. However, as editor, it was Gerrard's role to ensure that the 'house style', content and overall ethos of the book had a coherent identity and unified purpose.

Gerrard issued and managed the Call for Papers, and found the publisher, and led all organisational, editorial, data gathering and administrative activities. Also, working collaboratively with the publisher's editorial team, he contributed to the marketing strategy. Gerrard also helped design the cover in consultation with the publisher's design team.

The book took just over two years to come to fruition, from initial idea to publication. This was timed to capitalise on the release of No Time to Die – the latest Bond film. The book was due out the day before the film's original release: due to Covid-19, the film's release date has been postponed until 2021.

The world of James Bond is complex and ever growing. The British secret agent started off life as a semifictional, part-biographical character in Ian Fleming's 1953 novel, Casino Royale. Since then, 007 has captured the minds and hearts of a worldwide audience, and the franchise is now available over multiple media platforms, including movie, comic strips, games, graphic novels and fashion statements.

This edited collection examines the role that gender has played across the platforms that the James Bond franchise now occupies. Each chapter investigates gender-approaches through a variety of case studies, including Bond, his boss M, and Miss Moneypenny, the songs and title sequences, the villains, computer games, 'Lad's Mags', and the fashions of the era. Looking beyond the Bond Girl, expert editor Steven Gerrard brings together a cast of contributors that investigate not only femininity, but also masculinity when it comes to the world's best-known agent - a man with a license to kill.

In a rapidly changing world where gender boundaries are being eroded, this edited collection investigates the changing and challenging roles that gender has undergone in the franchise. By using a series of case studies, and employing theoretical modes linked to close analysis, each chapter clearly demonstrates how and why the world of James Bond is important in reflecting the changing gender roles within modern society.

Book Blurb

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