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**GENDER AND CONTEMPORARY**  
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**HORROR IN GAMES, TRANSMEDIA**  
EMERGED STUDIES IN POPULAR CULTURE AND GENDER  
**AND COMICS**  
**PROFESSOR ROBERT SHAIL**

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Professor Robert Shail  
Steven Gerrard  
Samantha Holland

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## **Gender and Contemporary Horror in Comics, Games and Transmedia**

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**Robert Shail  
Samantha Holland  
Steven Gerrard**

EMERALD STUDIES IN POPULAR CULTURE AND GENDER

## **ADDITIONAL INFORMATION STATEMENT**

This volume forms part of a connected series of three collections all of which are co-edited by Robert Shail, Samantha Holland and Steven Gerrard - the other two focus on gender and horror in films and in television. They were published by Emerald as part of their 'Studies in Popular Culture and Gender' series for which Samantha Holland is the Series Editor. Whilst the three editors collaborated on the overall conception and design for the three-volume series, taking this through the peer review process at Emerald, each individual volume had a lead editor; which in the case of this output was Professor Shail. Shail was responsible for planning and setting the ethos for this volume which examines the relationship between horror and gender in a variety of contemporary media forms covering comics and graphic novels, video games, audio broadcasts, audience-generated texts, and transmedia adaptations. The volume contributes to current debates regarding the convergence of new media forms, as outlined in the Introduction. Each peer-reviewed essay included in the volume was either commissioned or selected by Shail (following a call for abstracts) for the final manuscript. He also peer reviewed these essays and supported authors in rewrites which ensured a consistency of approach as well as supporting individual voices. Shail was the sole author of the Introduction and the Conclusion which, as described above, offer an original approach to new media theory, gender and genre. He also authored a chapter – 'Anxiety and Mutation in Charles Burns' Black Hole and Junji Ito's Uzumaki' – which is an original contribution to knowledge examining issues of transnational media and identity in the comic book form.



Contemporary popular media has been marked by its startling ability to morph into a wide variety of formats, fed by the ongoing revolution in digital technology. Despite these significant changes, the horror genre has retained its attraction for audiences, and the representation of gender has been crucial to that appeal.

*Gender and Contemporary Horror in Comic, Games and Transmedia* examines the impact of media convergence on the horror genre, focusing on comic books and graphic novels, video games, audio broadcasts, and transmedia adaptations, as well as considering the increasingly proactive role of audiences in making media themselves. A wide range of scholars consider the effect of this new hybridity on established debates regarding the role of gender in the horror genre, offering vital new interpretations of identity and representation.

This book is an illuminating, exciting read for academics and students interested in the effect of changing media, and an evolving cultural landscape, on the established debates surrounding gender in the horror genre. The responses of the authors reflect both the possible limitations and the groundbreaking possibilities of this new era in horror.

**Book Blurb**

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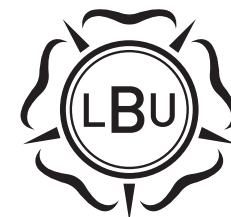
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