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CRANK IT UP: JASON

STATHAM – STAR!

DR STEVEN GERRARD,

READER IN FILM

OUTPUT INFORMATION

Title:
Crank It Up: Jason Statham – Star!

Output Type:
B – Edited Book

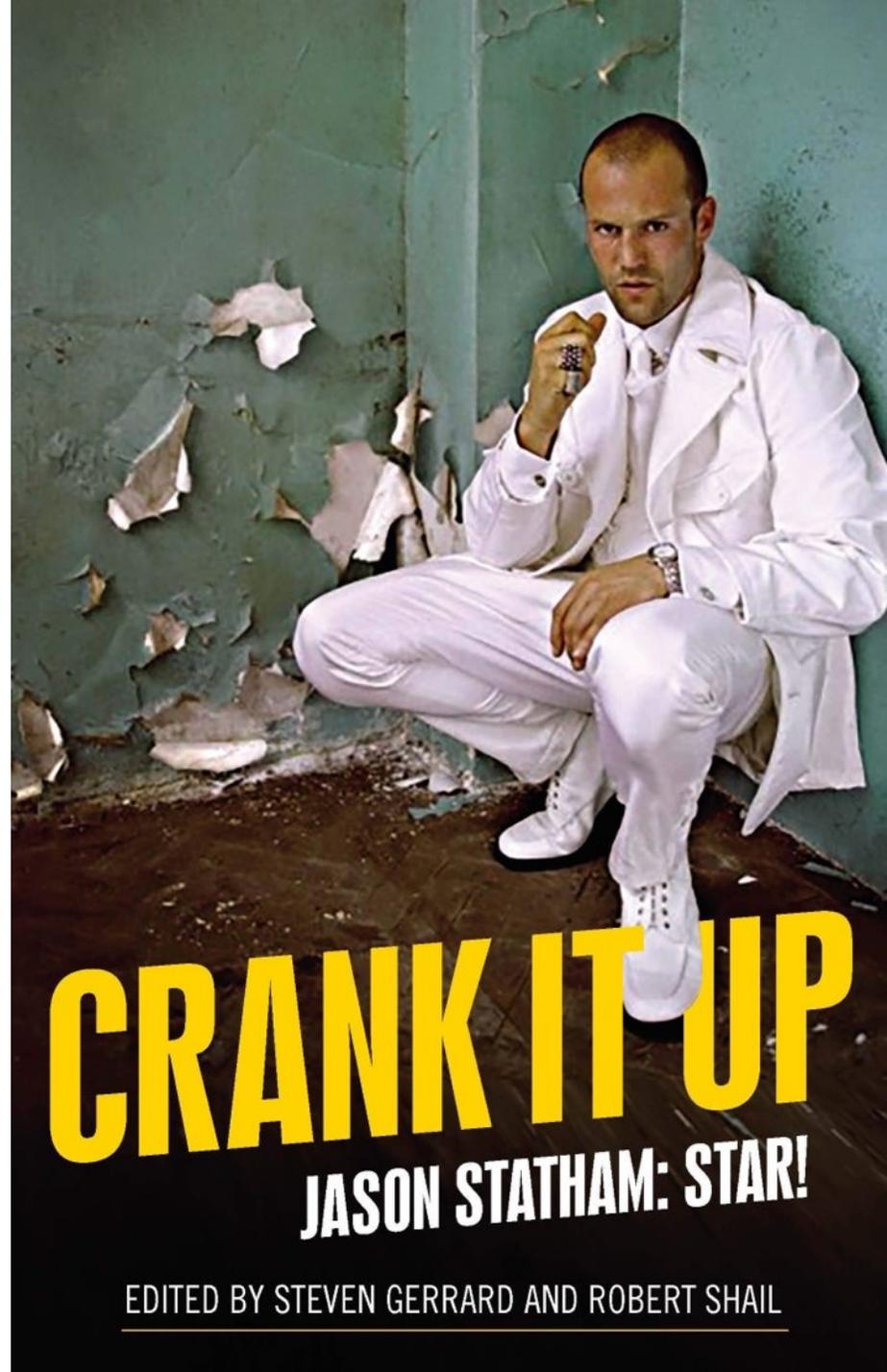
Publisher:
Manchester University Press

ISBN:
978-1526142771

ISBN:
978-1526142771

Date of Publication:
2019

Editors:
Dr Steven Gerrard &
Professor Robert Shail



ADDITIONAL INFORMATION STATEMENT

This is an edited collection of academic essays that focus on the British star, Jason Statham, offering an in-depth analysis of his star persona across a number of media forms including films, music videos, fashion and videogames. It considers Statham as a postmodern phenomenon presenting original findings about his representation of post-millennial masculine identity.

Gerrard instigated this project in 2016. The project was almost entirely under his leadership from inception to publication over the course of three years, shaping the style, content and ideas that ran throughout the collection. Professor Robert Shail acted as co-editor on the project to add his experience and to mentor Gerrard in his first outing as lead editor.

Research activities undertaken by Gerrard to realise this output included: solo-authoring a chapter on Statham as fashion icon, and writing the Introduction and Conclusion. This involved undertaking primary research at the BFI archives. He edited seven of thirteen chapters, co-editing one chapter. This process included guiding authors by drawing on his extensive knowledge of the subject and understanding of underpinning theoretical ideas so as to maintain a consistency of approach throughout.

The book took three years to come to fruition. Following a Call for Papers written by Gerrard, abstracts were reviewed and confirmed with contributors (including Hollywood film director Paul Feig, who directed Statham in *Spy*) and a publisher was found (Manchester University Press). All organisational and publishing activities were supervised by Gerrard including marketing and dissemination; liaising and mentoring contributors; working with the publisher's editorial team; sourcing the cover design and seeking image use rights; and promoting the book at conferences, through social media, etc.

The collection distils a research project which extends the field of star studies and celebrity studies to consider contemporary issues of multimodal representation and gender.



“Actor, athlete, hot-panted dancer, Jason Statham is many things. But above all else, he is a star. *Crank it up* is the first book to explore the unique career of this former market trader and championship diver, who has risen to be one of the most recognisable faces in Hollywood. This collection provides in-depth analysis of Stathams work across a range of media, including film, music videos and videogames. Presenting original ideas on stardom and celebrity, it makes the case for Statham as a postmodern phenomenon in a quickly changing media world. Individual chapters examine post-millennial British film masculinity, Statham as anti-hero, the music of *Crank*, Stathams clothes and how he ages throughout the *Expendables* franchise. There is also a personal reflection from director Paul Feig, who worked with Statham on the 2015 movie *Spy*. Written in an accessible style and featuring contributions from distinguished academics such as Robert Shail, James Chapman and Clare Smith, *Crank it up* will appeal to students and scholars of film, celebrity, gender and social studies, as well as general readers with an interest in the man himself.”

Book Blurb

Keywords:

Celebrity

Jason Statham

Hollywood

Film

Music Videos

Video Games

Masculinity

Links:

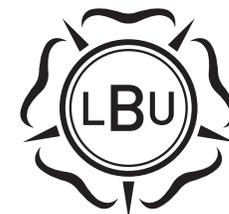
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