



# Media, Masculinities, and the Machine: F1, Transformers, and Fantasizing Technology at its Limits

*Dan Fleming, Damion Sturm*

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## **Media, Masculinities, and the Machine: F1, Transformers, and Fantasizing Technology at its Limits**

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*Media, Masculinities, and the Machine* identifies a distinctive phenomenon in today's media culture – the contemporary male fantasy of 'suing up' and pushing technology to its limits. The authors deconstruct this fantasy using two in-depth studies from American, British and global media: the social imagining of hi-tech in the long-running *Transformers* franchise and global Formula One motorsport, with links to numerous other areas of contemporary culture. By drawing on non-representational theory and the latest theories of affect while employing the method of autoethnography to explore what boys and men 'want' and say, the book offers a timely contribution to our understanding of contemporary cultural attachments. The book provides informative accounts of two instances united by their apparent gender focus and by their interest in ways of imagining high-tech. Tracking their theme through TV, cinema, toys, magazines, merchandising, and the culture of the gadget, the authors raise important questions about mediated masculinities today and propose a new theoretical framework for uncovering what is going on.

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