Contents

	Acknowledgements	vii
1	Introduction	1
	'Some people get really angry about labels'	1
	Defining terms	3
	Why gender and sexuality?	7
	Identity, difference and power	10
	Language and identity	14
	Action research?	16
	Texts and methodologies	20
	Overview of the book	23
2	Accounting for difference	29
	Introduction	29
	Jespersen and Legman – deficit	29
	Second wave feminism – dominance	32
	Sexist language and political correctness	36
	Men are from Mars – difference	41
	Difference revisited – corpus approaches	45
	'Gay' language	50
3	Doing gender: community and performativity	63
	Community, contact and co-operation	63
	Gender as performance	72
	Conclusion	87
4	Constructing normality: gendered discourses and	
	heteronormativity	91
	Gendered discourses	91
	Compulsory heterosexuality and heteronormativity	107
	Conclusion	118
5	Maintaining boundaries: hegemony and erasure	121
	Introduction	121
	Hegemonic masculinity	122
	Hegemonic femininity?	136
	Exaggerating binaries: the erasure of bisexuality	145
	Conclusion	152

vi Delivering Processing Instruction

6	Selling sex: commodification and marketisation	155
	Introduction	155
	A new, improved gender!	156
	Commodity feminism and the 'pink pound'	166
	The marketisation of the self: personal adverts	174
	Resisting commodification?	178
	Conclusion	182
7	Queering identity: the new tolerance (and its limits)	185
	Introduction	185
	Queer theory	186
	Queer straights	197
	Bachelors and husbands	203
	Conclusion	215
8	Exploring taboo: on and beyond the margins	219
	Introduction	219
	Vile perverts	220
	Doggers, feeders and swingers	227
	Straight to hell	240
	Conclusion	248
9	Conclusion	251
Re	eferences	265
In	dex	289