



Mad Men Unzipped: Fans on Sex, Love, and the Sixties on TV

Karen E. Dill-Shackleford, Cynthia Vinney, Jerri Lynn Hogg, Kristin Hopper-Losenicky

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This is the story of the *Mad Men* fan phenomenon: how the show and its fans distinguished themselves in a market where it's hard to make an impression, not unlike the driven ad execs at the center of the show. In this book, four media psychologists who also just happen to be dedicated *Mad Men* fans explore how the show's viewers make meaning from fictional drama. The authors also interviewed several contemporary advertising industry professionals, getting their inside view of the business in its modern guise and what they make of the show's vision of their past. The result is cutting-edge psychological research that crunches and codes online fan commentary to understand the ways that people use the show to debate complex social issues, from sex and alcohol to gender roles, parenting, and advertising itself. What do the 1960s mean to us today, and how well does the twenty-first century measure up against that famously turbulent decade? Which characters do fans identify with—and which ones do they love to hate? How would fans unfurl the *Mad Men* storylines if they were in charge? What makes a good man, and has it changed over time? How should husbands and wives treat each other, and how should parents treat their children?

In answering these questions, the authors explore not just the online commentary but also *Mad Men* fans' fan fiction, cosplay, cocktail making, and vintage furniture collecting. Whether tweeting as one of the main characters (or just a lowly mail clerk), setting Peggy up with the man who'll treat her right, or figuring out just which "Mad Man" they are at heart, fans integrate the show into their lives and use it to make sense of their own choices in work, leisure, and love.

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Chad Brown:

This Mad Men Unzipped: Fans on Sex, Love, and the Sixties on TV book is absolutely not ordinary book, you have it then the world is in your hands. The benefit you get by reading this book will be information inside this reserve incredible fresh, you will get information which is getting deeper you read a lot of information you will get. This Mad Men Unzipped: Fans on Sex, Love, and the Sixties on TV without we recognize teach the one who examining it become critical in considering and analyzing. Don't possibly be worry Mad Men Unzipped: Fans on Sex, Love, and the Sixties on TV can bring if you are and not make your bag space or bookshelves' turn into full because you can have it in the lovely laptop even cell phone. This Mad Men Unzipped: Fans on Sex, Love, and the Sixties on TV having good arrangement in word along with layout, so you will not experience uninterested in reading.

Ben Papenfuss:

Now a day folks who Living in the era just where everything reachable by interact with the internet and the resources inside can be true or not require people to be aware of each information they get. How people have to be smart in obtaining any information nowadays? Of course the answer then is reading a book. Examining a book can help people out of this uncertainty Information specifically this Mad Men Unzipped: Fans on Sex, Love, and the Sixties on TV book because book offers you rich info and knowledge. Of course the info in this book hundred per cent guarantees there is no doubt in it everbody knows.

Wilma Tovar:

The book untitled Mad Men Unzipped: Fans on Sex, Love, and the Sixties on TV contain a lot of information on this. The writer explains the woman idea with easy way. The language is very simple to implement all the people, so do not worry, you can easy to read the idea. The book was compiled by famous author. The author will take you in the new era of literary works. You can actually read this book because you can read on your smart phone, or gadget, so you can read the book throughout anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official web-site and also order it. Have a nice learn.

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Some individuals said that they feel fed up when they reading a book. They are directly felt that when they get a half portions of the book. You can choose often the book Mad Men Unzipped: Fans on Sex, Love, and the Sixties on TV to make your current reading is interesting. Your own skill of reading ability is developing when you including reading. Try to choose very simple book to make you enjoy to read it and mingle the feeling about book and looking at especially. It is to be initially opinion for you to like to open a book and study it. Beside that the e-book Mad Men Unzipped: Fans on Sex, Love, and the Sixties on TV can to be your friend when you're truly feel alone and confuse in what must you're doing of the time.

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