

Contents

MICHAEL BUTTER, PATRICK KELLER, SIMON WENDT Introduction: He'll Be Back. On the Cultural Significance of Arnold Schwarzenegger	9
SIMON WENDT Bodybuilding, Male Bodies, and Masculinity in 19th and 20th Century America: Eugen Sandow and Arnold Schwarzenegger	25
DANIJELA ALBRECHT "Visualize Yourself with the Body You Want": Body and Image in Arnold Schwarzenegger's Bodybuilding Guide Books	49
M. MICHAELA HAMPF "What Do the First Arms Signify?" An Intersectional Analysis of <i>Pumping Iron II: The Women</i>	65
JÖRG SCHELLER Performing the Subject—Subjecting the Performance: Arnold Schwarzenegger in the Context of Postmodern Aesthetics between Pop Art, Camp, and Performance/Body Art	83
JULIAN HANICH Mr. Schnitzelicious, the Muscle Man: Somatic Empathy and Imaginary Self-Extension in Arnold Schwarzenegger's Hard-Body Movies	103
LISA GOTTO Incorporations: On the Mediality of Arnold Schwarzenegger's Cinematically Built Bodies	129
MICHAEL BUTTER From Rough Guy to Family Guy: The Transformation of Arnold Schwarzenegger's Star Persona in <i>Twins</i> and <i>Kindergarten Cop</i>	149

RÜDIGER HEINZE Conformist Rebels and Popular Outsiders: Arnold Schwarzenegger's Movie Heroes	169
PATRICK KELLER Images of California Conservatism: Arnold Schwarzenegger and Political Ideology	187
FRANK SAUER You Are Regulated! Governing the Green State	211
GÜNTER BISCHOF, PHILIPP STROBL California Dreaming: Arnold Schwarzenegger as the Quintessential American Immigrant?	237
List of Contributors	263