

NEWS RELEASE



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Laurier researcher Lisa Funnell looks at the bad girls of Bond... James Bond

For our seventh news release of the year – #007 – we're celebrating Laurier's James Bond research

WATERLOO – Like many women, Laurier researcher Lisa Funnell finds James Bond fascinating. As the university's resident James Bond expert, however, it may be for a slightly different reason.

Two of Funnell's soon-to-be-published academic articles take a deeper look at the popular Bond franchise about a fictional British superspy. The first, an essay titled "Negotiating Shifts in Feminism: The 'Bad' Girls of James Bond," will be published this March in *Women on Screen: Feminism and Femininity in Visual Culture* (Palgrave). The second, an article titled "'I Know Where You Keep Your Gun:' Daniel Craig as the Bond-Bond Girl Hybrid in *Casino Royale*," will be published in the *Journal of Popular Culture* in June.

"James Bond is not your typical academic source, but as one of the longest running franchises it continues to have an immense impact on our culture," said Funnell. "Not only can you write a smart paper on popular culture, but it's also important to do so – it's a big part of our society."

"Negotiating Shifts in Feminism" explores how the female villains in Bond films reflect popular attitudes toward changing feminist sentiments. The 1960s Bond films reflect a backlash toward second-wave feminism, punishing liberally sexual women. In the 1970s and 1980s, the female villain all but disappears. The only exception to this trend is May Day, from *A View to a Kill*, who represents third-wave feminism and challenges the conventional female identity. Female villains of the 1990s and 2000s, Funnell argues, are disempowered by the shortcomings of postfeminism.

"'I Know Where You Keep Your Gun'" focuses specifically on actor Daniel Craig's James Bond, and how his character moves away from the "British lover tradition" and toward a Hollywood model of masculinity, conflated with classic Bond-girl imagery. For example, in *Casino Royale*, it's Bond who is shown emerging from the water in a swimsuit. "As a hybridized character," Funnell writes, "Craig's Bond is simultaneously active and passive, masculine and feminine, British and American, Bond and Bond Girl."

Funnell grew up watching the Bond films with her father, and has been interested in examining the franchise's representation of gender, race and nationality throughout her academic career. Her favourite Bond actor is Roger Moore. "I like my Bonds with a bit of wit," she said, but let the debate for best Bond begin.

The next film in the Bond franchise, once again featuring Daniel Craig as the title character, is set to release Nov. 9, 2012.