

PULP VIETNAM

In this compelling evaluation of Cold War popular culture, *Pulp Vietnam* explores how men's adventure magazines helped shape the attitudes of young, working-class Americans, the same men who fought and served in the long and bitter war in Vietnam.

The “macho pulps” – boasting titles like *Man's Conquest*, *Battle Cry*, and *Adventure Life* – portrayed men courageously defeating their enemies in battle, while women were reduced to sexual objects, either trivialized as erotic trophies or depicted as sexualized villains using their bodies to prey on unsuspecting, innocent men. The result was the crafting and dissemination of a particular version of martial masculinity that helped establish GIs' expectations and perceptions of war in Vietnam.

By examining the role that popular culture can play in normalizing wartime sexual violence and challenging readers to consider how American society should move beyond pulp conceptions of “normal” male behavior, Daddis convincingly argues that how we construct popular tales of masculinity matters in both peace and war.

Gregory A. Daddis is a professor of history and the USS Midway Chair in Modern US Military History at San Diego State University. A retired US Army colonel, he has served in both Operations Desert Storm and Iraqi Freedom. He has authored four books, including *Withdrawal: Reassessing America's Final Years in Vietnam*.

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War and Gender in Cold War Men's Adventure Magazines

Gregory A. Daddis

San Diego State University, California



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