

Contents

Acknowledgements 11

Introduction 13

The Irreverent 13

Temporal Relationality..... 15

Beginnings..... 17

21st Century Retro 21

Retro’s critics 22

Retro’s Proponents 23

Reorienting Retro 24

Mad Men 26

Layout 28

Part I

Chapter 1: Retro 37

Post-Pinochet Retros..... 37

Identifying Retros 41

Post-Gaullist *Rétro* 44

Mad Men as 21st Century American Retro 47

The Place That Cannot Be 52

A Disregard for Categories 59

Chapter 2: History in Retros 67

1968 67

History as Metaphor 73

Solemn Histories 77

Boomer Memories	81
Generations in <i>Mad Men</i>	86
History of Film and Television in Retros	90

Part II

Chapter 3: Television Memories and Intertextualities in <i>Mad Men</i>	99
Watching Television	99
Television in <i>Mad Men</i>	104
Memories in Serial Television	108
Pleasures of Retro's Intertextualities	111
Mood	116
Counterpoint	121
Reframing Intertexts	124
Revival	127
 Chapter 4: <i>Mad Men</i> and its Paratexts	133
"An Unsung Hero"	133
Special Features, Audio Commentaries, Fan-made Paratexts	137
<i>Mad Men</i> as Complex Retro	144
The Retro Aesthetic	153
Product to the Process	158

Part III

Chapter 5: The <i>Mad Men</i> Network	165
<i>Mad Men</i> 's Cultural Footprint	165
Tracing Action	171
Creating Value	175
Set as Actor	183
 Conclusion	197
Recap	197
Expanding the Frame	201
Futures	204

List of *Mad Men* Episodes Cited 207

Works Cited 213

*For my beloved grandfathers,
Late Dinesh Chandra Baruah
and
Late Dr. Harendra Nath Sarma*

