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You Are Awful But I Like You!: A consideration of the relationship between the visual aesthetic of 1970s High Camp and Soft Porn.

This paper intends to explore the relationship between the specifically overt form of high camp featured in TV texts such as *Are You Being Served* and *The Dick Emery Show* and the *Carry On* and *Confessions Of* series of films and the soft porn that became prevalent in the 70s. The focus will be the body and how it is used in these contexts, but also how the body is dressed/undressed and the visual aesthetic that links the texts across different genres and different media. These texts address and confuse issues of gender, sexuality, feminism and censorship within a low-culture framework that is characteristically British in its nature. Although seemingly humorous and insignificant these visual examples of British culture disrupt and even challenge the fundamentally conservative establishment of the time. Close analysis of the texts will reveal why this particularly intimate, stark, yet obscure treatment of bodies and their environment emerged at this precise moment in time.

Engaging with Bakhtin's theory of the Carnivelesque, Hunt's consideration of low culture, Schacht's investigation of the context of drag and Andrew's work on soft pornography, this paper aims to place these texts within a theoretical framework that interrogates their cultural, political and historical significance.