

**Eduardo de Gregorio-Godeo & Ángel Mateos-Aparicio Martín-Albo (eds.)
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The notion of self has become crucial for contemporary cultural studies in its examination of identities. Identities are often conceptualized as an engagement of the individual’s self—their condition of being a person—with broader cultural constructs. However, in addition to being culturally situated, the constitution of selves may be conceived of through identity-construction phenomena whereby individuals’ subjectivities take up, or resist, the subject positions made available in discursive practices. Selves—the notion of ‘Who am I?’—may only be understood as resulting from power-based discourses and cultural practices. In this respect, the idea of the self could be best made sense of in the context of the circuits of culture where identities are conformed together with other key cultural processes including representation and cultural production, consumption and regulation. The chapters in this collection explore the relations of selves with a wide range of cultural products (e.g. mass media, poetry, fiction, film, painting, advertising, the Internet, education, the institutional, etc.) across a multiplicity of social, political, geographical and historical contexts. Selves are accordingly approached through the study of the interplay between identity-construction processes and cultural products within particular circuits of culture. It is the conditions of such cultural circuits that have an impact on specific faces of the self. This is indeed the case of gender, race and ethnicity, nation and age, which are dimensions of the self that are drawn attention to throughout the contributions in this volume.

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