Heartland Wainuiomata: Rurality to suburbs, black singlets to naughty lingerie

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Abstract
Robyn Longhurst and Carla Wilson enlarge the question of both national identity and gender by investigating the aptly-named Heartland documentary series. They analyse both the series itself and the discourses around it from the book of the series to the press cuttings. In doing so they pinpoint images of nation, masculinity and femininity that are both stable and transgressive and which emerge through the documentaries themselves, their presenter Gamy McCormack and the celebrated Chloe of Wainuiomata.