

abstracts

Post-feminism and popular culture..... 27

ANGELA MCROBBIE

This article presents a series of possible conceptual frames for engaging with what has come to be known as post-feminism. It understands post-feminism to refer to an active process by which feminist gains of the 1970s and 80s come to be undermined. It proposes that through an array of machinations, elements of contemporary popular culture are perniciously effective in regard to this undoing of feminism, while simultaneously appearing to be engaging in a well-informed and even well-intended response to feminism. It then proposes that this undoing which can be perceived in the broad cultural field is compounded by some dynamics in sociological theory (including the work of Giddens and Beck) which appear to be most relevant to aspects of gender and social change. Finally it suggests that by means of the tropes of freedom and choice which are now inextricably connected with the category of “young women,” feminism is decisively aged and made to seem redundant.

Keywords: *Postfeminism, Popular culture, Undoing feminism*

An affair of great importance”

– Queen Christina of Sweden (1626-1689) 43

ELIZABETH NIVRE

Queen Christina of Sweden (1626–1689) was one of the most prominent European women of her time and a controversial person. The interest among her contemporaries in what she did and said was immense. Subsequently, the print medium developed quickly and made way for new genres and distribution channels. The name of the Swedish queen appears in early modern newspapers and journals, historiographical accounts, biographical and panegyric texts, as well as in pamphlets. Rumors and gossip travelled between courts and countries, and the queen was considered frivolous, immoral, and androgynous. The tension between a desire to determine the sex of the Swedish queen and an interest in the functionality of gender found in the figure of Christina has shaped the narration of her life ever since. The objective of this article will be to investigate whether a pre-modern queen fits into the fluidity of post-gender discussions.

Keywords: *Queen Christina, Celebrity, Post-gender*

The post-modern subject: from androgynous to post-human 59

SÓNIA SEBASTIÃO

In this paper, we aim to fit gender studies and their evolution into post-gender studies – associated with body modifications using technological instruments and scientific experiences – in contemporaneous cultural studies. Consequently, we bond the discussion on cyborgs to that on the body without gender associated to the androgynous archetype.

In order to demonstrate the post-human role in symbolic exchange and in the global imaginary, we illustrate our arguments with reference to famous audiovisual and literary contents.

Keywords: *Cultural studies, Post-modern self, Post-gender, Post-human, Film studies*

Women on the move: the mobile phone as a gender technology..... 77

CARLA GANITO

Our lives are increasingly performed within a mobile context. The current trend in Europe and the USA is a balance between men and women in mobile phone usage. Nevertheless usage parity does not mean usage equality. It is mostly ignored that women’s appropriation of the mobile phone is very distinct from men’s, similarly to what happens with other technological objects.

Grounding the research in feminist media theory, this paper offers a view of the mobile phone as a technology of gender. I seek to show that the mobile phone contributes to gender construction and transformation.

The paper begins with an analysis of the state of the art of feminist media studies. It follows by discussing the mobile phone as a media and its dichotomous position with regards to gender. The paper finalizes with a proposition of the mobile phone as a technology of gender, a place for gender transgression and possible transformation.

Keywords: *Mobile phone, Technology of gender, Feminist media studies*

Inequalities of love 89

CLÁUDIA ÁLVARES & DANIEL CARDOSO

This article seeks to explore the inclusions and exclusions patent in discourses on relationships articulated by Portuguese women's lifestyle magazines Cosmo, Activa and Máxima. These discourses, which usually focus on themes such as love and sex, reveal an 'essentialised' conception of woman as if she were a concrete and predefined 'identity'. Starting off with comparative content analysis and making recourse to Critical Discourse Analysis as a complementary methodology, we seek to explore which themes are made explicit on the one hand and which are silenced on the other hand regarding the naturalization process of certain behaviours and ideologies concerning relationships. We also attempt to understand the influence of liberal and post-feminisms in publications whose objective is to give women voice, inquiring as to what extent the heterocentric and patriarchal perspective still infuses such discourses. Lastly, empirical results will be contextualized within the macro-social transformations analysed by Anthony Giddens, Ulrich Beck, Michel Foucault, Judith Butler, among others.

This paper was produced in the context of the research project 'The Discursive Representation of Women in Men's and Women's Magazines Portuguese' (PTDC/CCI/71865/2006), funded by the Portuguese Foundation for Science and Knowledge.

Keywords: *Women's magazines, Relationships, Femininity, Masculinity, Liberal feminism, Post-feminism*

Whitman's urban kaleidoscope 111

LARA DUARTE

Walt Whitman lived in the New York area and spent most of his life in urban environments, so it is perhaps not surprising that he should have declared his intention to chant urban life at the very outset of Leaves of Grass, thus laying the foundation stone of his reputation as the first American poet to celebrate the city. What is perhaps less known about Whitman is that behind his posturing as an urban guide and celebrant of urban life, is an understanding of the more shadowy recesses of the urban environment. Like a kaleidoscope, Whitman's poetry provides what might be called a two-mirror model which yields a constant flow of ever-shifting pictures, or perspectives, just as he promised in the 1855 Preface:

"I will have nothing hang in the way, not the richest curtains [...] You shall stand by my side and look in the mirror with me."

Keywords: *City, Vision, Kaleidoscope, Democracy*

The two republics: Portugal (1910-1926) and Spain (1931-1936).
A comparative sociological interpretation..... 123
FERNANDO AMPUDIA DE HARO

The aim of this paper is to offer a comparative approach on the Portuguese and Spanish republican periods. This analysis is carried out within the framework of figurational sociology defined by Norbert Elias. According to this, the advent of the Republic led to a new power balance in Spain and Portugal that provoked different reactions depending on the social group considered. Some of these reactions were expressed as a collective fear related to certain social definitions in terms of disorder or threats of social disruption. In many cases, political, police and military authorities were demanded as the unique and desirable solution to face the uncertainty and unpredictability expressed by some social sectors.

Keywords: *Republic, Spain, Portugal, Norbert Elias, Power balance, Social fear*

Routes and shortcuts in cinema and in audiovisual in Portugal..... 145
LAURO ANTÓNIO