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The Masque of Femininity: The Presentation of Woman in Everyday Life (Published in association with Theory, Culture & Society)

By Efrat Tseelon



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This innovative book explores the construction of femininity in Western society. Drawing on a range of theory, empirical sources and original research, Efrat Tse[um]elon examines the role of the visual - of fashion, the body and personal appearance - in defining the female self.

Tse[um]elon's argument develops concepts in understanding the meaning of female presence: modesty, duplicity, beauty, seduction and death. Femininity is analyzed in relation to these themes, using insights from sociological, psychological, historical and literary frameworks. The book demonstrates how normative conceptions of feminine essence, which have persevered from Eve to Madonna, become the requirements of appearance for women. Referring to the



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Editorial Review

Review

`[An] interesting, informative and thought-provoking book' - *Body & Society*

`Tse[um]elon is able to offer her reader a multifaceted understanding of how femininity in Western culture is projected, received, shaped, and experienced.... this book is an impressive example of cross-disciplinary scholarship.... This book should be read - not only as an excellent model of throughgoing cross-disciplinary studies, but for its frequently brilliant cultural insights' - *L'esprit Cr[ac]jeateur*

Efrat likes the last bit of this review (Sociology) best, use from tseelon's sensitive analysis onwards...

`Previous authors have studied fashion and standards of beauty as key elements in social constructions of femininity. Tse[um]elon adds to this body of work and begins to fill a gap.... Tse[um]elon placed advertisements in three UK women's magazines to find participants for a survey on the meaning of personal appearance. Each respondent was asked how circumstances, her sense of self, and the judgements of others affected her decisions about what to wear. The book is much more than the results of Tse[um]elon's survey. Tse[um]elon, a social psychologist, calls the approach she employed "cultural psychology". She situates her research in a broadly defined cultural context, drawing upon readings of a wide variety of texts, ranging from apocalyptic **Enoch** literature to the relatively contemporary film **Stakeout**.... Tse[um]elon's sensitive analysis... allows the reader to see how women cope as best they can with impossible demands. Shedding light on the meaning of appearance in women's lives and providing a provocative framework for looking at the larger question of construction of the female self, Tse[um]elon advances beyond what has been said about beauty by other writers' - *Sociology*

`This book is a fascinating and comprehensive exploration of the construction of femininity. Tse[um]elon has a wide ranging knowledge of literature in this field referring to work from Freud, Lacan and Ernest Goffman, to Anne Hollander, Wendy Chapkis and Naomi Wolf.... Tse[um]elon's approach is from social psychology. I would like to assure those of us who do not work in this field that her approach does make it a "heavy" read - her wide use of many sources (such as fairy tales and contemporary women's magazines) ensure that the book is a thought-provoking read throughout.... Overall, this book raises many interesting points. Its primary argument is that appearance is gendered to use as a form of social control and that "beauty" (a hard-won, temporary concept with constantly shifting requirements) never delivers all that it promises (happiness, acceptance, etc) and would best be described as a stigma symbol rather than as one of prestige.... Tse[um]elon's approach of using a critical and feminist eye through the ages is a refreshing one. the book would be of use to anyone in the fields of women's or cultural studies, social psychology, or as a book to browse simply for interest' - *Women's Studies Network (UK) Association Newsletter*

`[A] readable analyses of the social construction of femininity... refreshing' - *Choice*

About the Author

Efrat Tseelon is a lecturer in the Faculty of Cultural and Education Studies, Leeds Metropolitan University

Users Review

From reader reviews:

Brian Lowe:

As people who live in typically the modest era should be upgrade about what going on or data even knowledge to make all of them keep up with the era that is certainly always change and move forward. Some of you maybe can update themselves by reading books. It is a good choice to suit your needs but the problems coming to you is you don't know which you should start with. This *The Masque of Femininity: The Presentation of Woman in Everyday Life* (Published in association with Theory, Culture & Society) is our recommendation to help you keep up with the world. Why, because book serves what you want and want in this era.

Barbara Spangler:

Spent a free the perfect time to be fun activity to perform! A lot of people spent their free time with their family, or their very own friends. Usually they undertaking activity like watching television, about to beach, or picnic from the park. They actually doing same task every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? Might be reading a book could be option to fill your totally free time/ holiday. The first thing you ask may be what kinds of publication that you should read. If you want to attempt look for book, may be the reserve untitled *The Masque of Femininity: The Presentation of Woman in Everyday Life* (Published in association with Theory, Culture & Society) can be very good book to read. May be it may be best activity to you.

Joyce Washington:

The reason? Because this *The Masque of Femininity: The Presentation of Woman in Everyday Life* (Published in association with Theory, Culture & Society) is an unordinary book that the inside of the book waiting for you to snap it but latter it will zap you with the secret it inside. Reading this book next to it was fantastic author who have write the book in such awesome way makes the content inside easier to understand, entertaining approach but still convey the meaning fully. So , it is good for you for not hesitating having this nowadays or you going to regret it. This excellent book will give you a lot of gains than the other book have such as help improving your skill and your critical thinking way. So , still want to postpone having that book? If I ended up you I will go to the book store hurriedly.

Helen Widner:

This *The Masque of Femininity: The Presentation of Woman in Everyday Life* (Published in association with Theory, Culture & Society) is great guide for you because the content which is full of information for you who have always deal with world and also have to make decision every minute. This specific book reveal it details accurately using great coordinate word or we can say no rambling sentences in it. So if you are read the item hurriedly you can have whole details in it. Doesn't mean it only provides straight forward sentences but challenging core information with splendid delivering sentences. Having *The Masque of Femininity: The Presentation of Woman in Everyday Life* (Published in association with Theory, Culture & Society) in your

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