

The French Club and the Department of Modern and Classical Languages and Literatures at CNU present:

“Media Feminism in the Belle Époque: French Women's Magazines and the Invention of the Modern Woman”

Dr. Rachel Mesch

Yeshiva University, New York City



Tuesday, February 24th
4 P.M.

McMurran Hall 101

This talk explores the origins of celebrity and media culture in France and its entanglement in gender ideology about women's public and private roles in the early 1900s. Dr. Mesch will present the complex and often contradictory ways in which the wildly successful Belle Époque women's magazines *Femina* and *La Vie Heureuse* exploited new photographic technologies to construct the French woman writer as a beloved celebrity who could perfectly balance professional success with (upper) bourgeois ideals.

Dr. Mesch is Associate Professor of French at Yeshiva University and specialist in nineteenth-century French literature with a particular interest in women writers and gender studies. She is the author of Having it All in the Belle Époque: How French Women's Magazines Invented the Modern Woman (2013) and The Hysteric's Revenge: French Women Writers at the Fin de Siècle (2006).

