



Mardi de l'égalité (Equality Tuesdays Seminars): Girl Power

Contenu sous forme de paragraphes

Girl Power!

Postfeminism Applied to Teenage Pop Culture

Lecture by Camille Zimmermann, doctoral student in Cultural Studies at the LIS laboratory (Literature, Imaginary, Societies) at the University of Lorraine.

Seeing it stamped on t-shirts of popular brands, it is hard to believe that the slogan "Girl Power" was first written in 1991 in a punk, feminist and anti-capitalist fanzine. However, the smell of revolt was not perennial, quickly driven away by the perfume of the Spice Girls, the musical band marking the transformation of Girl Power into a mercantile label of mass culture, a sign of a pseudo empowerment of women - or rather, here, of girls - based nevertheless above all on hypersexualization and fulfillment through consumption, perfectly depoliticized and serving capitalism rather than the struggle for women's rights.

This intervention will retrace the Girl Power's journey by questioning the changes it has undergone and the way it has shaped the culture for girls in a society that has seen its relationship to feminism and emancipation evolve.

The conference will be followed by a debate with Manuela Spinelli, co-founder and former President of *Osez le Féminisme !*, co-founder and secretary of the association *Parents&Féministes*, teacher at Rennes 2, Laurie Hagimont, coordinator of *HF Bretagne*, and moderated by Christine Rivalan Guégo, Vice-President in charge of equality issues at Rennes 2.