

# Postfeminism, Body Love and Selling Confidence to Women

A Public Lecture by Professor Rosalind Gill

## EVENT INFORMATION

In this talk Professor Gill will interrogate a number of features of contemporary postfeminist and neoliberal societies through an examination of the growing trend of “Femvertising”. Femvertising refers to a type of mainstream advertising practice that addresses women through discourses of empowerment, body love and self-esteem – examples include many campaigns for Dove, Nike and Always.

Through case studies she will explore some of the complexities and contradictions of this form of address, showing how it is located in a wider cultural tendency that Shani Orgad and Rosalind have called the ‘confidence cult’. She will argue that the incitements to feel good, believe in yourself and build self-esteem are part of a distinctive psychological turn in neoliberalism. The talk should be of interest to students of gender and feminism studies, media and communications, and the social sciences as well as to anyone interested in contemporary culture.

## PRESENTER:

### **Professor Rosalind Gill**

Rosalind Gill is Professor of Social and Cultural Analysis at City, University of London, and is also a Visiting Professorial fellow at University of Newcastle, NSW. Ros is author of many books and articles including ‘Gender and the Media’ (Polity, 2007), ‘Aesthetic Labour: Rethinking Beauty Politics in Neoliberalism’ (Palgrave 2017) and ‘Mediated Intimacy: Sex Advice in Media Culture’ (with Meg-John Barker and Laura Harvey, Policy, 2018)

## EVENT DETAILS

### **DATE**

Thursday 19<sup>th</sup> July 2018

### **TIME**

5:00pm – 6:30pm

### **LOCATION**

Treasury Theatre,  
1 Macarthur Street, East Melbourne  
VIC 3002

### **ENQUIRIES & REGISTRATION**

Please register your attendance for this lecture with Claire Perkins –  
[claire.perkins@monash.edu](mailto:claire.perkins@monash.edu)

