



15. MAI 2024

# Niemals neutral: Politische Dimensionen visueller Kommunikation

A. Wie (de)-konstruiert und verbreitet visuelle Kommunikation  
Geschlechterstereotypen und was kann man dagegen tun?

## Prüfungsvorbereitung

# NIEMALS NEUTRAL: POLITISCHE DIMENSIONEN VISUELLER KOMMUNIKATION

A. Wie (de)-konstruiert und verbreitet visuelle Kommunikation Geschlechterstereotypen und was kann man dagegen tun?

# WAS IST GESCHLECHT/GENDER?

- Gender = soziale und kulturelle Aspekte des Geschlechts, in Abgrenzung zum biologischen Geschlecht (Sex)
- Menschliche Identitäten = vor allem Genderidentitäten
- Gender bleibt eines der wichtigsten sozialen Ordnungsprinzipien und nimmt Einfluss auf alle Lebensbereiche
- Gender wird von Menschen immer wieder hergestellt und inszeniert = deshalb als soziale Konstruktion verstanden, die veränderbar ist
- Die normative Zuschreibung des Geschlechts hat bis heute Auswirkungen auf die Möglichkeiten, die sich einem Menschen in der Gesellschaft bieten
- In den letzten Dekaden ist die traditionell binäre Zuschreibung von Mann und Frau aufgebrochen und durch andere Geschlechtsidentitäten ergänzt worden

# BEGRIFFE ZU GESCHLECHT/GENDER?

- Androzentrismus
- Anti-Gender-Bewegung
- Biologismus
- Cisgender
- Diversity
- FLINTA\*
- Gender-Pay-Gap
- Gender-Mainstreaming
- Gender-Stereotype
- Gender
- Geschlechterrolle
- Heteronormativität
- Intersektionalität
- Gender und Performance/  
Doing Gender
- LGBTQ(IA+)
- Trans, inter\* und nicht-  
binäre Geschlechts-  
identität
- Politics und Gender
- Sexismus
- Sexuelle Orientierung
- ...

News > Schweiz >

Binäres Geschlechtermodell

# Bundesrat ist gegen Einführung einer dritten Geschlechtsoption

Mittwoch, 21.12.2022, 12:40 Uhr  
Aktualisiert um 20:38 Uhr



Dieser Artikel wurde 17-mal geteilt.

- Der Bundesrat will kein drittes Geschlecht in der Schweiz einführen oder den Verzicht auf den Geschlechtseintrag ermöglichen.
- Die gesellschaftlichen Voraussetzungen dafür seien nicht erfüllt. Zudem müssten Verfassung und zahlreiche Gesetze geändert werden.
- Zu diesem Schluss kommt der Bundesrat in einem [Bericht, welchen er im Auftrag des Parlaments verfasst hat](#).



Archiv: Debatte um die Abschaffung der Geschlechterregistrierung

03:28 min, aus Kultur-Aktualität vom 07.01.2021.  
Bild: Getty Images



Nemo (they/them), ESC 2024

GRAFIKDESIGN UND GENDER

GENDER ADVERTISEMENT

LGBT MARKETING

GENDER SENSITIVE DESIGN

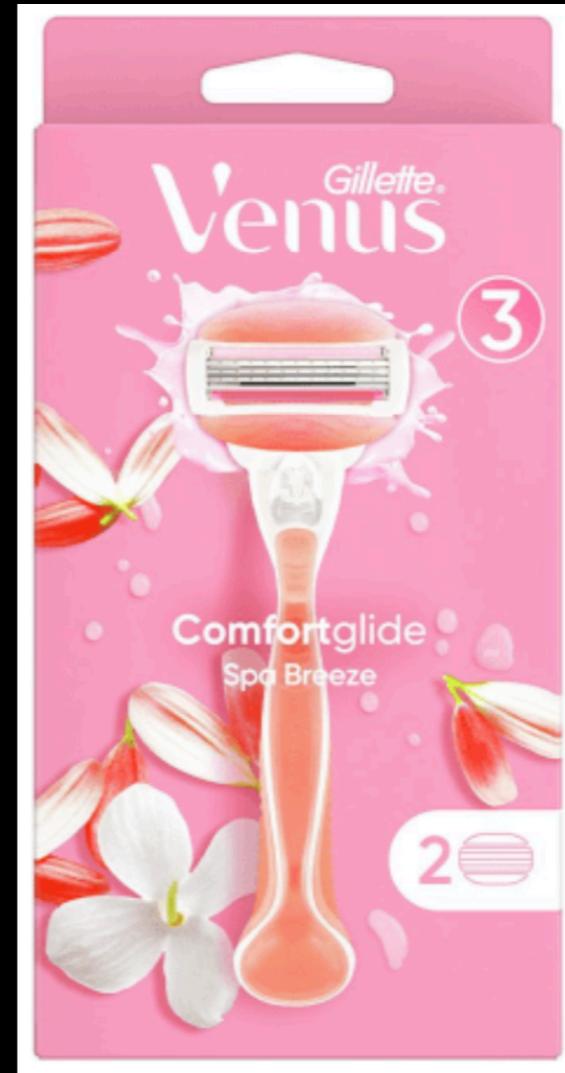
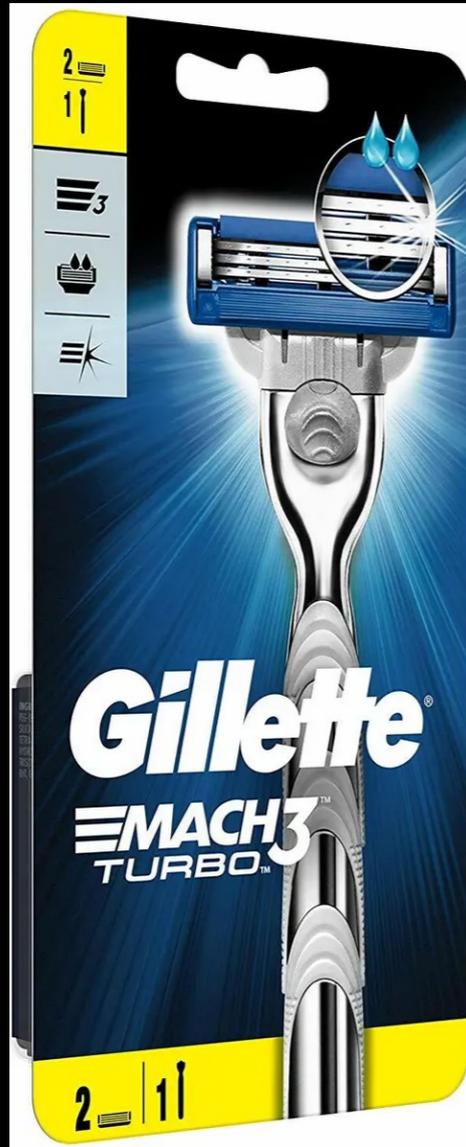
FEMINIST DESIGN

- ... [not completed]

# GRAFIKDESIGN UND GENDER

- Die Beziehung zwischen Grafikdesign und Geschlecht ist vielschichtig: von der Fetischisierung des Geschlechts als Verkaufsargument bis hin zur geschlechtersensiblen Typografie
- Generell entwirft und verbreitet die visuelle Kommunikation Geschlechterbilder und trägt damit zur Konstruktion von Geschlecht in der Gesellschaft bei.
- Sie kann aber auch dazu beitragen, Geschlecht zu hinterfragen und aufzulösen.

# GENDER ADVERTISEMENT





GENDER

ADVERT

ISE

Erving  
Goffman

Introduction by Vivian Gornick

MENTS

1  
E



COLOPHON BOOKS CN 633 \$4.95

Erving Goffman, Gender Advertisement, 1976

### Relative Size

1-4 One way in which social weight—power, authority, rank, office, renown—is echoed expressively in social situations is through relative size, especially height. This congruence is somewhat facilitated among males through occupational selection favoring size—a form of circularity, since selection often occurs in social situations where size can be an influence. In the case of interaction between parents and their young children, biology itself assures that social weight will be indexed by the physical kind.

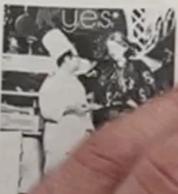
In social interaction between the sexes, biological dimorphism underlies the probability that the male's usual superiority of status over the female will be expressible in his greater girth and height. Selective mating then enters to ensure that very nearly every couple will exhibit a height difference in the expected direction, transforming what would otherwise be a statistical tendency into a near certitude. Even in the case of mere clusters of persons maintaining talk, various forms of occupational, avocational, and situational selection markedly increase the biologically grounded possibility that every male participant will be bigger than every female participant.

Now it seems that what biology and social selection facilitate, picture posing rigorously completes.

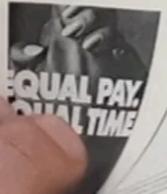
Indeed, so thoroughly is it assumed that differences in size will correlate with differences in social weight, that relative size can be casually used as a means of ensuring that the picture's story will be understandable at a glance.



5-7 And here exceptions seem to prove the rule. For on the very few occasions when women are pictured taller than men, the men seem almost always to be not only subordinated in social class status, but also thoroughly costumed as craft-bound servitors who—it might appear—can be safely treated totally in the circumscribed terms of their modest trade.

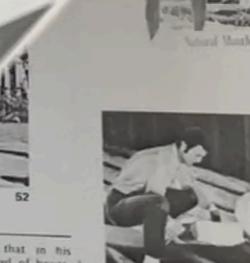


8-11 The theme of relative size is sometimes employed as a basis for symbolization, that is, designing a picture whose every detail speaks to a single thematic issue:



### The Feminine Touch<sup>6</sup>

12-26 Women, more than men, are pictured using their fingers and hands to trace the outlines of an object or to cradle it or to caress its surface (the latter sometimes under the guise of guiding it), or to effect a "just barely touching" of the kind that might be significant between two electrically charged bodies. This ritualistic touching is to be distinguished from the utilitarian kind that grasps, manipulates, or holds:



<sup>6</sup>Chaffin (1975-94) reports that in his American sample, "The male head of household used the camera most of the time. In a few cases, a teenage son, who was learning about cameras and filmmaking, took over this responsibility."

(continued)

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What has happened to women has now happened to perfume.

14



12



This oral contraceptive contains 50 mcg. estrogen and 0.5 mg. progesterone.

15



13



This tiny bit of Moon Drops Under-Makeup Moisture Film

16

<sup>6</sup> Here and elsewhere in connection with the role of fingers (see pictures 295-320), I draw directly on observations made by Michi Ishida, to whom I give thanks.

(continued)



ANDREA introduces WASH 'N WIPE Eyelashes

introducing Easy Care - Easy Wear Eyelashes the soakable drop-proof miracle lash that's self-renewing floating light virtually indestructible. The most practical thing that's happened to be ladies, to have them beautiful since ANDREA made

17



20



get asleep on a guy's shoulder and you'll want to get out of the 'Inedible' 'Wife' 'Fashion' 'Dress'.

24



TRY SOMETHING BETTER

21



alcolico al punto giusto profumato di naturali decore e morbidi Jägermeister e per lui un magnifico aperitivo robusto per lei un ottimo digestivo gentile per tutti sempre quel che ci vuoi

Jägermeister

18

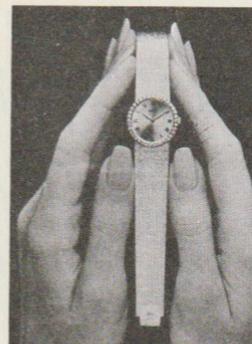
What a good time for all the good things of a Kent



22



25



19



23



Announcing new Winston Light 100's

26

# Function Ranking

In our society when a man and a woman collaborate face-to-face in an undertaking, the man—it would seem—is likely to perform the executive role, providing only that one can be fashioned. This arrangement seems widely represented in advertisements, in part, no doubt, to facilitate interpretability at a glance.

37-44 This hierarchy of functions is pictured within an occupational frame:<sup>7</sup>



37



40



38



41



42



39



43



44

<sup>7</sup>The irony has been noted that an appreciable amount of the advertising aimed at selling supplies for women's household work employs males in the depicted role of instructing professionals or employs a male celebrity to tout the efficacy of the product (see Komisar 1972:307).

45-58 It is also pictured outside of occupational specialization:



The Faces of Virginia

45



46



47



48



He's not a knight in shining armor.

49



50<sup>a</sup>



51



52

<sup>a</sup>Chalfen (1975:94) reports that in his American sample: "The male head of household used the camera most of the time. In a few cases, a teenage son, who was learning about cameras and filmmaking, took over this responsibility."



53



54



55



Refusal can save you hundreds of dollars\* on fuel bills with a certain type of boiler.

56

(continued)



143



147



144



148



145



149



146

To have  
and to hold...  
in sickness  
and in health...



(continued)

50 GENDER ADVERTISEMENTS

207-16 The note of unseriousness struck by a childlike guise is struck by another styling of the self, this one perhaps entirely restricted to advertisements, namely, the use of the entire body as a playful gesticulative device, a sort of body clowning:



207



208



209



210



211



212



213

348-72 In advertisements women are shown mentally drifting from the physical scene around them (that is, going "away") while in close physical touch with a male, as though his aliveness to the surround and his readiness to cope with anything that might present itself were enough for both of them. (At the same time, the male may well wear a wary, monitoring look.) Thus, "anchored drifts". Various points of visual focus are found.



351

348-61 Middle distance:



348



352



349



353



350



354

(continued)

# LGBT MARKETING



# Gays, Lesbians, and Consumer Behavior

Theory, Practice,  
and Research Issues in Marketing



Daniel L. Wardlow, PhD • Editor

Daniel L. Wardlow, Gays, lesbians, and consumer behavior:  
Theory, practice, and research issues in marketing, 1996

# AT LEAST WE'VE GOT OUR **PRIORITIES** STRAIGHT

**"The best small SUV we've ever tested."**

-Insurance Institute for Highway Safety



2004 Subaru Forester: Ranked by the Insurance Institute for Highway Safety as the world's highest scoring small SUV in its crash tests. IIHS president Brian O'Neill proclaims: **"The Subaru Forester demonstrates what can be accomplished when a manufacturer makes safety a priority."**

That's not our only priority. **Subaru of America is proud to embark on our tenth year of community support.** So far, we've helped raise more than \$1.5 million through the Rainbow Endowment for gay and lesbian health, civil rights and cultural causes.

**Safety and support always come standard.**



**DRIVEN BY WHAT'S INSIDE™**

Based on a rating of "Good" in 40 mph frontal crash tests (7/02), low-speed bumper tests (7/02) and side-impact crash tests (5/03) by the Insurance Institute for Highway Safety. Models tested with standard equipment. The ABC's of Safety: Air bags. Buckle up. Children in back seat. © 2003 Subaru of America.

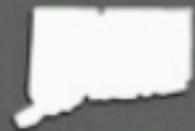


Different Drivers.  
Different Roads.  
One Car.

**SUBARU** 

*The Beauty of All-Wheel Drive®*

**SUBARU**



CONNECTICUT

**P.TOWNIE**

CONSTITUTION STATE

*The Beauty of All-Wheel Drive®*



Subaru Forester commercial 2000 Navratilova



Teilen



Ansehen auf  YouTube

Navratilova, Inkster, Mallon, Roffe , Subaru Forester - What do we know?, USA, 2000



**bis**  
verbindet.

**Das Ticket für  
Leuchtende**

Mit der BLS ins Freizeiterlebnis:  
[bis.ch/geniessen](https://bis.ch/geniessen)



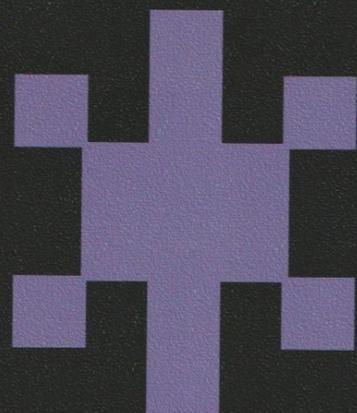
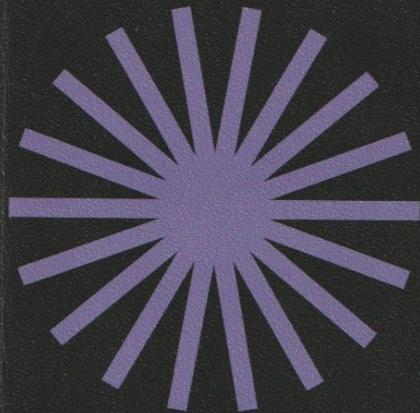
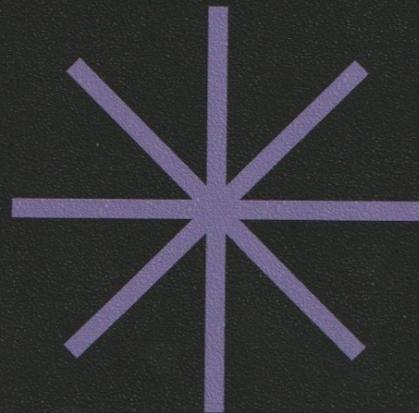
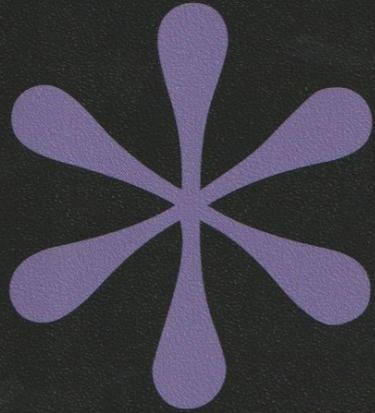
# GENDER SENSITIVE DESIGN



# Typohacks

Hannah Witte

Handbuch für  
gendersensible Sprache  
und Typografie



form

Hannah Witte, Typohacks. Handbuch für gendersensible Sprache und Typografie, 2021

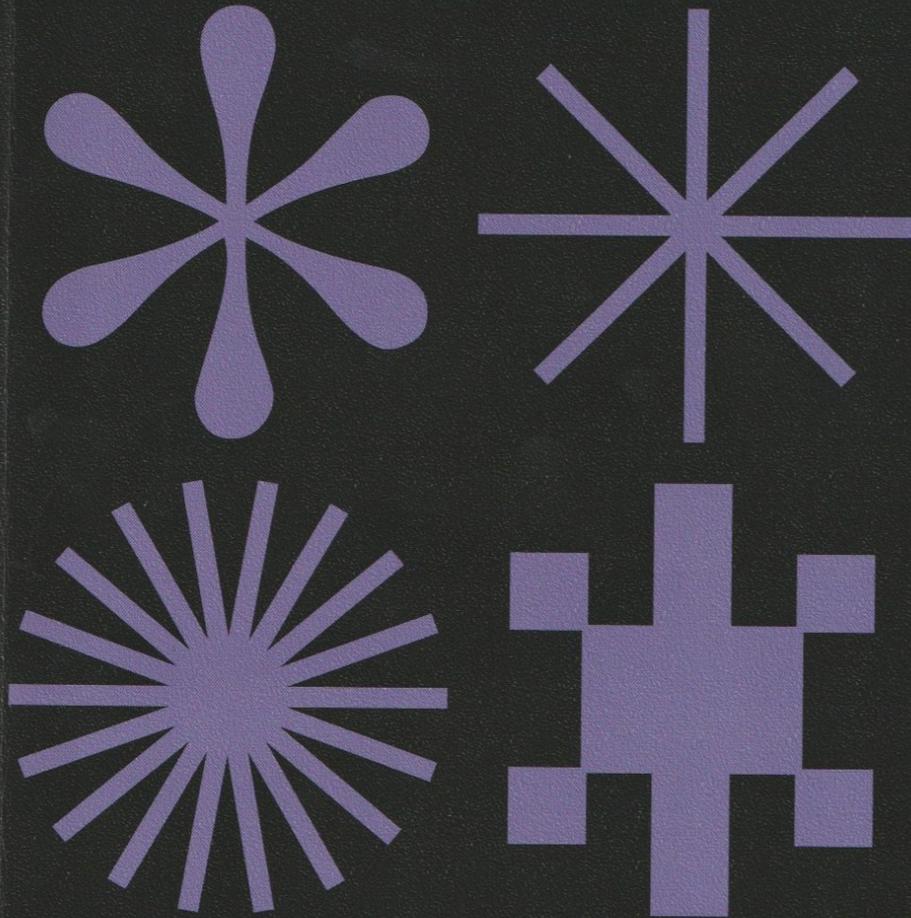
«Sprache prägt das Denken und die Vorstellungskraft, was nicht benannt wird, wird nicht gedacht.»

Hannah Witte, Typohacks. Handbuch für gendersensible Sprache und Typografie, 2021

# Typohacks

Hannah Witte

Handbuch für  
gendersensible Sprache  
und Typografie



form

KATEGORIE:  
NICHTBINÄR

SPRACHFORM:  
DYNAMISCHER GENDERGAP

d\_ie\_de\_r  
sie\_r, die\_r

ei\_ne  
Gra\_fikerin  
Grafik\_erin  
Grafiker\_in  
Grafikeri\_n

Der dynamische Gendergap kann an eine beliebige Stelle im Wort gesetzt werden. Es gibt keine festgelegten Regeln, sondern es geht vielmehr darum, dass der Unterstrich in Bewegung bleibt und durch das Wort wandert.

Neben der Anwendung in Personenbezeichnungen kann der dynamische Unterstrich auch in Substantiven, Pronomen, Verben, Adjektiven und Artikeln zum Einsatz kommen.

We\_lche Mita\_rbeiterin  
will denn i\_hre nächste  
Fortbildung zu antidiskri-  
minierender Typografie  
machen? Sie\_r soll sich  
melden.

ZEICHEN:  
ASTERISK

FUNKTION:  
GENDERSTERN  
STERNCHEN-I

Variante tritt der  
n Kombination  
chstaben i auf und  
Platz des i-Punkt-  
Diese Option be-  
eigenen Zeichens,  
einerseits der  
leinert angelegt  
ss (nicht bloß ska-  
es hier im Bei-  
cht wurde) und es  
s einer zusätzli-  
e im Schriftsatz für  
erstern-i« bedarf.

Gestalterin\*

Arial Regular,  
46 pt

Gestalterin\*

Akzidenz Grotesk Regular,  
46 pt

Gestalterin\*

Univers 55 Roman,  
46 pt

Gestalterin\*

Futura Book,  
46 pt

Gestalterin\*

Adobe Caslon Pro Regular,  
46 pt

Gestalterin\*

Minion Pro Regular,  
46 pt

Gestalterin\*

Didot Regular,  
46 pt

Gestalterin\*

Sabon Roman,  
46 pt

ZEICHEN:  
ASTERISK

FUNKTION:  
GENDERSTERN  
STERNCHEN-I

arten Wörtern, die  
ldet werden,  
ernchen auf die  
kaliert (je nach  
uch noch kleiner).  
schenraum fällt  
r Genderstern  
en den ersten und  
staben der mas-  
femininen Form.

froher\* Gestalterin\*

Arial Regular, 37 pt

froher\* Gestalterin\*

Akzidenz Grotesk  
Regular, 37 pt

froher\* Gestalterin\*

Univers 55 Roman,  
37 pt

froher\* Gestalterin\*

Futura Book, 37 pt

froher\* Gestalterin\*

Adobe Caslon Pro  
Regular, 37 pt

froher\* Gestalterin\*

Minion Pro Regular,  
37 pt

froher\* Gestalterin\*

Didot Regular, 37 pt

froher\* Gestalterin\*

Sabon Roman, 37 pt

# FEMINISTISCHES DESIGN





TEA HOUSE, KEW GARDEN, BURNED BY SUFFRAGETTES

25

THE  
LONDON  
PRESS



*K. Milhous*

VOTES FOR WOMEN

Katherine Milhous, Votes for Women, 1915

# The Woman's Era.

VOL. II. NO. 1. BOSTON, MASS., APRIL, 1895. PRICE 10 CENTS.



JOSEPHINE ST. P. RUFFIN.  
(By permission of Boston Journal.)



FLORIDA RUFFIN RIDLEY.

## NOTES AND COMMENTS.

Mrs. Abby Morton Diaz gave the first in her series of talks on the "Science of Human Beings" before the Era Club Tuesday evening, March 28, at the Charles St. Church vestry. At a time and in a community where people are talked to, and at, and about until they are more inclined to run from rather than to lectures, it is gratifying to note that, so novel in scheme and so inspiring in result was this talk, that the enthusiasm created by it is likely to run and spread and create a wide interest to hear the remainder of the course. These lectures are given at the Club's expense and are free to the public. The next one will be given April 11.

Mrs. Fannie Barrier Williams, editor of the Illinois department of the WOMAN'S ERA and secretary of the Illinois Woman's Alliance, is expected to deliver a series of lectures in New England in April.

The March literary meeting of the Woman's Era Club was in charge of the Committee on Manners and Morals, Miss Eliza Gardner, chairman.

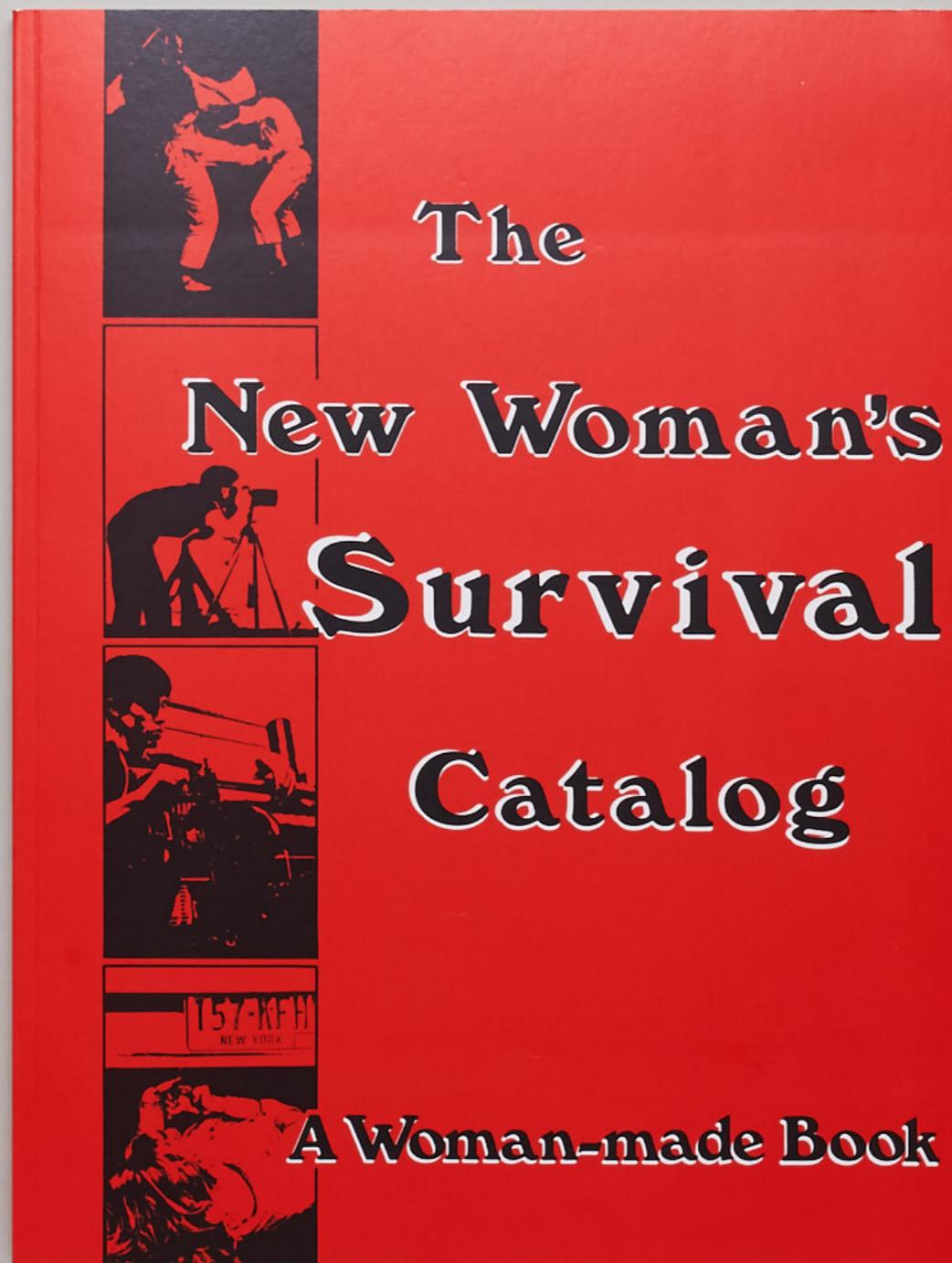
Two well prepared papers were read, one by Mrs. Agnes Adams on "Our Needs," and the other by Mrs. Alice Casneau on "Morals and Manners." As a result of suggestions made by Mrs. Casneau, the following resolution was adopted by the Club:

WHEREAS, The Woman's Era Club having had their attention called to the very common practice of putting tickets in the hands of children to be sold for the benefit of different objects, do herewith

RESOLVE, That inasmuch as the custom of permitting young girls to solicit men to buy tickets from them is damaging to modesty and a menace to morality, we do set the seal of our condemnation upon it, and call upon the church people especially to help us abolish the custom.

The Club then listened to an interesting narration by its president, who went as a delegate to the Triennial Council of Women at Washington, and then farther south on a visit to Women's clubs in that section. The president reported that she had returned with her faith and enthusiasm in and for our women but more brightly than ever. Her stay was short, but long enough to show her that the women of the south-land are as active in trying to "help make the world bet-

*Mrs. N. A. Ridley  
Nov 26, 1930*



New Women's Survival Catalog, 1973



THE WOMEN'S STORE  
4157 Adams Street, San Diego, California



1351 Westwood Boulevard  
Los Angeles, California 90024  
(213) 477-7300

#### SISTERHOOD BOOKSTORE

Like most women's bookstores, SISTERHOOD is more than just a bookstore. It is an exquisitely-designed environment which has, in addition to an excellent range of titles, feminist-made posters, jewelry, pottery, and art. There is a comfortable reading nook equipped with a coffee machine and a bulletin board which keeps customers informed of feminist activities around town.

In the short period of its existence (1 1/2 years), SISTERHOOD has had to move twice to deal with expansion. But success is no secret in this case, as SISTERHOOD is clearly one of the most beautiful and friendly bookstores you'll ever come across.



## Information Center Incorporated

### A Woman's Place



"As women came together in the growth of the women's movement, as women got interested in mingling with other women, it became clear that there was no place we could go and not be interfered with by men. No place to socialize in, no place to hang out. Well, there were laundromats, beauty parlors, and gay bars. Laundromats and beauty parlors just don't make it. We've tried gay bars and let's face it, they don't make it either, for a variety of reasons we won't go into here, for a variety of reasons.

"A group of us have gotten together and opened a bookstore. We call it ICI - A Woman's Place Bookstore. The ICI stands for Information Center Incorporated.

"This bookstore is different from most bookstores. It has tables and chairs to sit and relax at, and coffee and tea and nibbles. There are bulletin boards that women can use to get in touch with other women. And of course, a bookstore run by feminists is different from a bookstore with a feminist section in it. The store is a pretty good size, so we can have regular rap groups, poetry readings, movies, etc. . . .

"Energy and information are interrelated. The receiving and transmitting of information, especially the kinds that woman-identified-women are looking for, is one of our top priorities. On the one hand, we push written information. On the other hand, we believe that revolutionary re-forming change comes through person-to-person contact. Each such hand will wash the other, so to speak. We do not believe in EITHER this OR that; we believe in both this AND that."

A WOMAN'S PLACE was opened in January, 1972 by a collective of six women, now grown to eleven. All put in time in the store without pay, supporting themselves with other full- or part-time jobs. This does not imply a belief in volunteerism; the women look eventually to supporting themselves from the bookstore; but, at the present time, they see building the store's stock as their chief priority.

This policy has been very fruitful. Starting with four bookshelves, A WOMAN'S PLACE is today the largest, best-stocked feminist bookstore in the United States. Only SISTERHOOD BOOKSTORE in Los Angeles offers a comparable variety of books, pamphlets, magazines, newspapers, posters. The poetry collection is exceptional. This may be partly because the store shares space with the OAKLAND WOMEN'S PRESS COLLECTIVE (see PRESSES), which prints and publishes outstanding women's poetry. The store also carries a wide range of hard-to-find feminist pamphlets.

A WOMAN'S PLACE occupies a very large, very comfortable space. There are indeed "tables and chairs to sit and relax at." Also, a bulletin board that must total at least twenty by eight feet. Very little goes on in the Bay area women's movement that is not posted here. As Alice confided to us, "A WOMAN'S PLACE is really a Women's Center disguised as a bookstore." Some disagree.

Write to:

A WOMAN'S PLACE  
5251 Broadway  
Oakland, California 94618  
(415) 654-9920



#### STARTING A BOOKSTORE: Non-Capitalist Operation within a Capitalist Economy

"How do you decide what can be done with the available funds? You sit down and do some very realistic figuring. In addition to the cost of merchandise there are basic inescapable expenses to be met monthly and a few annual or semi-annual expenses for which you have to be prepared. Each locality varies, so you must work these out for yourself, but I list the most probable with some suggestions on how to meet them.

"How can you know the true cost of sales? You can't very well figure item by item. It requires keeping an inventory record of the cost in its relationship to the retail price. It means keep and summarize all those nasty little pieces of paper of innumerable size and shape and design. With this % applied to Sales and the result reduced by that adjusted overhead figure, you have a pretty accurate figure on which to ponder. Only at year end when you do a physical count of the actual inventory left, do you put this into the ledger and know for sure what the answer really is. See why I say it takes long-term commitment?"

"With the rapidly growing disillusionment with big business and capitalism in general, we feel our experiment is a transition toward a more equitable form of the future, comparable to the various forms of cooperatives. Such a future would be one where each individual served the needs of the community according to ability and personal interest and thereby qualified for a reasonable share, small but adequate food, shelter, clothing, but without interest in or ambition toward personal accumulation of wealth and useless possessions."

These are excerpts from an informal letter of advice on how to start a women's bookstore. It is filled with invaluable nuts-and-bolts suggestions, and certainly would help inexperienced women decide whether to launch such a venture. The women at ICI are willing to share this information with other feminists who wish to start a bookstore.

Write to:

ICI - A Woman's Place  
5251 Broadway  
Oakland, California 94618

Send 25¢ to cover costs of reproduction and postage.

## "The Doctor is Instructed to Mess You Over"



Gynecological exam

Picture from  
WITCHES,  
MIDWIVES  
AND NURSES  
published by  
FEMINIST  
PRESS  
Box 334  
Old Westbury,  
New York  
11568 \$1.25

### SELF EXAM FOR BREAST CANCER

1. Sit or stand in front of your mirror, arms relaxed at your sides and look for any changes in size, shape and contour. Also look for puckering or dimpling of the skin and changes on the surface of the nipple. Gently press each nipple to see if you discharge mucus.

2. Raise both arms over your head and look for exactly the same things. Note difference since you last examined breasts.

3. Now have on you will be trying to find a lump or thickening. Lie down on your bed, put a pillow or a bath towel under your left shoulder and your left hand under your head. With the fingers of your right hand held together...

4. With the same gentle pressure, feel the low inner part of your breast. Incidentally, in this area you will feel a ridge of firm tissue. Don't be alarmed. This is normal.

5. Examine your breasts every month, about one week after each menstrual period. Be sure to continue these checks after your change of life. Your own doctor may want you to use a slightly different method of examination. Ask him to teach you that method.

6. Flat, press gently against the breast with small circular motions to feel the lower, upper portion of your left breast, starting at your brahook and going outward toward the nipple line. Also feel the area around the nipple.

7. Repeat the entire procedure, as described, on the right breast using the left hand for the examination.

8. And finally, feel the lower outer portion of your breast, going from the inner part to the nipple line to where your arm is resting.

9. If you find a lump or thickening, leave it alone until you see your doctor. Don't be frightened. Most breast lumps or changes are not cancer, but only your doctor can tell.

from THE AMERICAN CANCER SOCIETY

### THE GYNECOLOGICAL CHECK-UP by the New York Women's Health and Abortion Project

This superb little pamphlet describes in detail what a good gynecological examination should include. It is designed to make any woman who reads it into a better health care consumer.

As part of your medical history, the gynecologist should take your gynecological history in detail. These are the questions you should be asked:

1. Is your period regular?
2. How long is your cycle?
3. Has it been changing?
4. Is your period heavy, medium, light?
5. Has that been changing?
6. Do you have cramps? Severe or slight?
7. Have you ever been pregnant?
8. Did your pregnancies end in miscarriage/abortion/childbirth?
9. If pregnancy ended in miscarriage, at what month were there problems?
10. If pregnancy ended in abortion, at what month, under what circumstances? (You have the right to refuse to answer, but if there were complications you would be wise to explain them.)
11. If pregnancy ended in childbirth, at what month, how heavy was the baby, were there any complications in the delivery?
12. What methods of birth control have you used?
13. With what effects?
14. What method of birth control, if any, are you presently using?
15. Have you had any infections, diseases, or operations?

If your gynecologist does not ask you these questions, or does not give you a physical examination preceding the gynecological one, ASK him/her for these things. We know that scrupulous medical attention is not common practice.

Available from:

WOMEN'S HEALTH CENTER  
156 Fifth Avenue  
New York, New York

### DIETHYLSTILBESTROL: GYNECOLOGY OR GYNECIDE?

The drug diethylstilbestrol (DES) is a synthetic estrogen that was administered in the late 1940's and early 1950's to hundreds of thousands of pregnant women who were thought to have a high risk of miscarriage. As of December 21, 1972, 91 cases of adenocarcinoma of the vagina and cervix (a rare but malignant cancer) have been detected in females who were between the ages of 8 and 25 at the time of diagnosis.

In an article entitled "Adenocarcinoma of the Vagina" published in the *New England Journal of Medicine* (April 21, 1971) Doctors Herbst, Ulfelder, and Poskanzer point out: "...there is a highly significant association between the treatment of the mothers with estrogen diethylstilbestrol during pregnancy and the subsequent development of adenocarcinoma of the vagina in their daughters."

Of the 91 females who had genital adenocarcinoma, 53 had vaginal cancer and 38 had cervical. At the time of diagnosis, the average and median age of 89 of the patients was 17 years old.

Since many women in the late 1940's and early 1950's were inadequately informed about DES and there were cases in which medical records were not kept or were destroyed, it is crucial that these women be informed of the possibility of cancer developing in their daughters and that their daughters who have begun to menstruate be routinely examined for the tumors. Great efforts must be made to prevent any further damage to these mothers and their daughters and to women who are taking DES now.

from a paper by ROBIN GOODMAN

Available from Robin Goodman, 115 Jones, Englewood, New Jersey, \$7.75 plus \$1.15 postage.

### WHAT DOES YOUR GYN THINK OF YOU?

At least a cold speculum... maybe a lecture on the inevitability of suffering, whether in intercourse, contraception, pregnancy or labor. . . . Every woman has had a gynecological examination that hurt. Now we are beginning to examine ourselves—even clinically—and to see how unnecessary such experiences are. But they remain a part of the medical curriculum. *OBSTETRICS AND GYNECOLOGY* (by J. Robert Wilson, et al.) is a recently revised textbook with a liberal outlook. It acknowledges the proof by Masters and Johnson that all orgasms are physiologically identical, and it declares that:

death from abortion can be eliminated or reduced to a minimum by making reliable contraceptive methods and legal abortion available to everyone who wants them.

But the view of women presented is one of the most destructive collection of stereotypes to appear in print recently.

The authors elaborate on their conception of femininity in a section on the "feminine core"—whatever that is:

#### FEMININE NARCISSISM:

Every phase of a woman's life is influenced by narcissism. To an adolescent and young woman it gives impetus to her efforts to attract a man. As a wife it allows her to be gratified by the success and achievements of her husband. In pregnancy and labor it expands her conception of herself in that she is going to reproduce and give her husband a gift of a child. . . .

#### FEMININE MASOCHISM:

The idea of suffering is an essential part of her life, since every woman has to face the fear of childbirth and the fear of pain that is attached to this. Pain is not an integral part of the male's concept of his role. . . . Every aspect of a woman's life is colored by her ability to accept the masochism that is part of her feminine role. . . . In the role of a wife she often must submit her own needs to build up the personality and strivings of her husband and family. Sexually there is always an element of rape in that the male organ penetrates. . . .

#### FEMININE PASSIVITY:

The woman's passivity is activity that is turned inward toward herself, her home, children and husband. . . . She must accept the idea that she is given things by her husband and even her children, rather than assuming an active and aggressive role in attaining these things for herself. Sexually she must be passive and receptive to the male. . . . In the normal sexual act the woman must allow herself to be conquered by the male. This entails a masochistic surrender to the man.

Many of us have experienced in the doctor's office the effect of this ideology of inevitable passivity and suffering. The best way to combat it is with knowledge. Across the country women are reading, talking, and examining themselves. . . .

THE WOMEN'S PRESS, February 1972  
P.O. Box 562, Eugene, Oregon 97401  
12 issues/\$3.00

“These projects express a rejection of the values of existing institutional structures and, unlike the male hip counter-culture, represent an active attempt to reshape culture through changing values and consciousness.”

Kirsten Grimstad und Susan Rennie, *New Women's Survival Catalog*, 1973

## The Feminist Press

COLEEN THE QUESTION GIRL  
by Arlie Russell Hochschild  
with illustrations by Gail Asby

"Coleen was a little girl who loved to ask questions. And the more questions she asked, the more she felt like asking..." For children ages 6-10.

\$2.00 plus 40¢ postage

FIREGIRL  
by Gibson Rich



The story of a girl who likes fire engines.  
For children ages 6-8.

\$1.95 plus 40¢ postage

COMMUNITY WORKSHOPS  
ON CHILDREN'S BOOKS  
by Corrine Lucido

Parents, teachers and librarians in Baltimore, Md., Westbury, N.Y., and Holyoke, Mass., have been meeting since the fall of 1972 in three workshops formed to evaluate the quality of children's books in local schools and libraries. Feminist Press staff members, paid through a grant from the Rockefeller Family Fund, have organized the groups, planned curriculum and brought together resources such as films, slide shows and guest speakers. The workshops have analyzed children's children's books for sex-role and other stereotypes; produced their own slide shows illustrating views of good and poor children's books; and developed strategies to improve children's books in their own communities.

In COMMUNITY WORKSHOPS ON CHILDREN'S BOOKS, Corrine Lucido, of The Feminist Press staff, describes these workshops in three communities—urban, suburban and small town. She discusses the most effective ways to begin a workshop; procedures for analyzing children's books; workshop curriculum; projects undertaken by participants; and guidelines emerging from group projects as well as strategies recommended for change.

\$1.50 plus 20¢ postage

The Feminist Press is a non-profit educational and publishing corporation founded in 1970 to foster the feminist cultural revolution by providing materials strategic in altering what women learn. At present the Press is engaged in a number of educational projects including community workshops on children's literature and the publication of non-sexist children's books. (For a full description of the Feminist Press, see COMMUNICATIONS.)

The Feminist Press publishes outstanding non-sexist children's literature, including the following books:

NOTHING BUT A DOG  
by Bobbie Katz with pictures by Esther Gilman



A young girl imagines what it would be like to have a dog. For children ages 4-8.

\$1.50 plus 40¢ postage

AMELIA EARHART STORYPACK NO. 1  
A Feminist Press Pilot Project

"Exactly what is a non-sexist children's story? For the past several years we have been conducting a dialogue directed to this question, investigating a variety of feminist approaches to a liberating, new style of children's literature. The Amelia Earhart Storypack series is an effort to extend this dialogue, an open invitation to feminists to participate. Our first Storypack, in inexpensive format, presents an intriguing collection of stories-in-progress, written from many different styles of consciousness, taking exception to sex-role stereotypes; among stories included are "The Strange Hockett Family," by Ann Rizzo, "Living With Mommy," by Beatrice Siegel, and "My Body Feels Good," by mothers of a Brooklyn daycare collective. Teachers, parents and librarians looking for feminist alternatives in children's literature will find these provocative points of departure."

\$1.00 plus 15¢ postage

CONSCIOUSNESS RAZORS  
by Verne Moberg

One dozen incisive reality tests for the roles we play in our own lives and the lives around us, past, present and future.

\$2.20 each or ten for \$1.00  
(plus a stamped, self-addressed envelope)

A CHILD'S RIGHT TO EQUAL READING  
EXERCISES IN THE LIBERATION  
OF CHILDREN'S BOOKS FROM THE LIMITS  
OF SEX ROLE STEREOTYPES  
by Verne Moberg

Proceeding on the premise that "All girls are created equal," this pamphlet outlines an introductory session for a community workshop on children's books. With effective steps of analyzing, examining stereotype patterns in children's books, plus speculations on the hazards and benefits in recognizing—and changing—our roles.

\$3.35 (plus \$.08 postage)

CHALLENGE TO BECOME A DOCTOR  
by Leah Heyn

CHALLENGE TO BECOME A DOCTOR  
THE STORY OF ELIZABETH BLACKWELL



The story of Elizabeth Blackwell, one of the first women doctors in the United States. For children over age 10.

\$1.50 plus 40¢ postage.

A 40% discount is available to women's and bookstores on orders of five or more titles. Libraries receive 25% discount on orders of more of the same titles and 10% on orders of more varied titles.

Order from:

THE FEMINIST PRESS  
Box 334  
Old Westbury, Long Island, New York

## Joyful World Press

PENELOPE GOES TO THE FARMER'S MARKET  
Written and illustrated by Shirley Boccaccio

Shirley Boccaccio has created another delightful rhyming story about Penelope and Peter and their friends, a salamander and the raccoon. One day the four friends have no food or money left. They decide to fly their plane, which Penelope pilots, to the farmer's market, where they offer plane rides in exchange for food.



The story is imaginatively illustrated by the author with drawings. Since the children in this story are real, "Certain technical difficulties inherent to children must be accepted. Clothes were lost, props were broken, hair was cut and teeth fell out during the execution of this story. They also grew a little from beginning to end."

A truly joyous book, PENELOPE GOES TO THE FARMER'S MARKET is "dedicated to the liberation of children and adults."



Penelope stood up tall and looked him in the eye  
"I'm not reacting to trouble people push us I  
we are giving these farmers a marvelous time  
Why you act as though we were committing a crime!"  
She glared at her and tipped back her hat  
"But be, I'm still the OFFICIAL and that is that!  
Whatever you say is useless you see,  
So simply will have to come with me!"

PENELOPE AND THE MUSSELS  
Written and illustrated by Shirley Boccaccio



PENELOPE AND THE MUSSELS is the story of Penelope and Peter—a sister-brother team who live with their friends, a raccoon and a salamander, because they have no mother or father. One day the children get bored with the standard meat and potatoes meal and decide to set off to find some mussels instead. Penelope pilots a plane to the beach, where the four friends cook up a fine feast. (For children, ages 4-9.)

Available from:

JOYFUL WORLD PRESS  
468 Belvedere Street  
San Francisco, California 94117

\$2.00



Suddenly, they heard noise, a riot had begun  
The avoidances are marching shouting someone  
Everyone turned to look with great surprise  
Drops could hardly believe their eyes  
Great big barricades were marching in lines  
And all of them were carrying signs!

The OFFICIAL was so upset by what he did see,  
He forgot entirely about Penelope  
What had made the avoidances so mad?  
Who was guilty of treating them so bad?  
The marchers stopped where our tripods stood  
Then the Chief Avoidance got up on a crate of wood  
The rest of the group lowered their eyes  
While the chief began to read these lines

Spread from PENELOPE GOES TO THE FARMER'S MARKET  
JOYFUL WORLD PRESS, 468 Belvedere Street, San Francisco, California 94117  
\$2.00

## All Of Us, Inc.

Limited resources, money/time, have restricted the number of books for young children published by feminist groups such as Lollipop Power, Joyful World Press, the Women's Press Collective in Oakland. Good news comes from Oregon where five feminists have started a collective committed to changing traditional sex-role stereotyping by publishing books for preschoolers, and first and second graders.

ALL OF US is now accepting manuscripts for consideration. Criteria for stories are that they be free from racist, sexist, and class stereotyping, and that they represent the plurality of lifestyles, family structures, occupations and values existing in this society. Available on request is a detailed description of the kinds of children's stories the collective would like to publish.

ALL OF US will have three to five books available by late fall, 1973. For a descriptive brochure and price information, write to:

ALL OF US, INC.  
175 South Broad Street  
Monmouth, Oregon 97361

### FEMINIST STORY CRITERIA

- ... one parent families... families where both parents are of the same sex, families with five or more children, extended families... parents or parent with adopted, foster, or physically or mentally handicapped children and communal families.
- ... children who live part time with their mother and part time with their father... families moving from one situation to another, geographically and/or emotionally... stories in which one or both parents are in prison or unemployed.
- We need girls who delight in adventure and boys who are unafraid to express feelings.
- ... cooperation, collective efforts, personal worth of the individual, full development of children's creative potential, non-violence and concern for the environment.

from CRITERIA FOR STORIES,  
ALL OF US, INC.

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# PRÜFUNGSVORBEREITUNG

- Offene Fragerunde

# PRÜFUNGSVORBEREITUNG

- Zur Erinnerung:
  - Schriftliche Prüfung: 29. Mai 2024, 10:15–12:00 Uhr
- Art der Prüfung: Einige Fragen, die in wenigen Sätzen zu beantworten sind. Zusätzlich eine offene Frage, die als Essay zu beantworten ist.
- Prüfungsstoff: Inhalte der gesamten Vorlesung. Kenntnis der Arbeiten und ihrer politischen, gesellschaftlichen und ökonomischen Kontexte sowie der theoretischen Ansätze. Präsentationen der Sitzungen mit Begleittexten werden auf Moodle bereitgestellt. Keine zusätzliche Pflichtlektüre.

# TSCHÜSSLI