

1. Record Nr.	UNINA9910720503403321
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Titolo	Feminism, Writing and the Media in Spain : Ana Maria Matute, Rosa Montero and Lucia Etxebarria / / Gill Rye and Mazal Oaknin
Pubbl/distr/stampa	Oxford, United Kingdom : , : Peter Lang International Academic Publishing Group, , 2019
Descrizione fisica	1 online resource (226 pages)
Disciplina	860.9928709045
Soggetti	Spanish literature - Women authors Spanish literature Women and literature
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This book explores the different treatment of writing by women and writing by men in twenty-first-century Spain. Focusing on contemporary Spanish authors Ana Maria Matute (1926-2014), Rosa Montero (1952-), and Lucia Etxebarria (1966-), the author examines how Spanish women writers are marketed in Spain and, in particular, how current marketing strategies reinforce traditional structures of femininity. Through an analysis of their work and lives in the context of the Franco Regime, the Transition to democracy and contemporary Spain, this book provides an innovative study of the construction of the public personae of these key female writers. As social media and the internet transform authors' relationship with their readers, the rapidly shifting publishing industry offers an important context for the difficult balance between high levels of reception and visibility and the persistence of traditional gender stereotypes.