GeNDer Studies Weekly Announcements –April 14, 2016

April 14 – Why She Buys Book Club Discussion with Bridget Brennan

Women are the engine of the global consumer economy. They drive between 70 and 80 percent of household consumer spending with their buying power and influence. They hold the purse strings, and when they’ve got as tight a grip on them as they do now, companies must be shrewder than ever to win them over. In a lively discussion based on Brennan’s acclaimed book, Why She Buys (called “essential reading” by the Wall Street Journal), attendees will examine the latest trends driving women’s purchasing patterns, how to define the “female factor” through culture and sociology, and how brands can engage women consumers without alienating men.

Bridget Brennan is the world’s leading expert on marketing and selling to women. She is the CEO of strategic consultancy, Female Factor and the Author of Why She Buys. Brennan is a contributing writer for Forbes on women consumers, and speaks globally on the subject. She was recently named a “Woman to Watch in Retail Disruption” for 2016 by Remodista, and is currently at work on her second book. Brennan is based in Chicago, the headquarters of Female Factor.

The GeNDer Studies Program presents: Book Club Discussion

Q & A with Bridget Brennan, Author of Why She Buys

Thursday, April 14
12-1pm
119 O’Shaughnessy

Open to Students, Staff and Faculty

Sponsored by Boehnen Fund for Excellence

April 14 – Top Trends in marketing and Selling to Women lecture by Bridget Brennan

What do Caitlyn Jenner, Lean In and Amy Schumer have in common?

They’re all driving the subject of gender to the forefront of our cultural conversations. And as society shifts, so does the practice of marketing to women.
Women are the engine of the global consumer economy. They drive between 70 and 80 percent of household consumer spending with their buying power and influence. In this energetic and engaging keynote address, Bridget Brennan provides insights, education and context around the trends driving the next phase of marketing to women. From broad demographic changes to societal shifts like “Analog Appeal” and the “Mini Me Effect,” Brennan distills the deeper meanings behind the most important marketplace trends, and how to apply them to business. Attendees will gain a broader perspective on how insights related to women’s consumer behavior can inform smarter decision-making for companies in 2016 and beyond.

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The GeNDeR Studies Program presents: **Top Trends in Marketing and Selling to Women**

Lecture by Bridget Brennan
CEO, Female Factor and Author, *Why She Buys*

**Thursday, April 14**
4-5pm
*Mendoza College of Business Room 161*
*Refreshments provided*

Open to Students, Staff and Faculty

CoSponsored by:
Boehnen Fund for Excellence
Eugene B. Clark Distinguished Lecture Series
Mendoza College of Business

**April 15- Research Workshop**

“[Their] dress so antick”: Cross-Dressing, Mobility, and Gender Identity in the Work of Margaret Cavendish

“[Their] dress so antick” takes “crossing” as a basis for bringing Margaret Cavendish’s proto-science fiction novel, *A Description of a New World, Called the Blazing World* (1666 & 1668), into conversation with three of her less canonical works—*Assaulted and Pursued Chastity* (1665), *Loves Adventures* (1662), and *The Convent of Pleasure* (1668)—all three of which employ cross-dressing as a major plot device. While cross-dressing is absent from *Blazing World*, the work does hinge on physical crossings between worlds and, significantly, between bodies. Like cross-dressing, these crossings disrupt binaries, ultimately rejecting fixity in favor of fluid and mobile forms of gender and space.

**Research Workshop - Open to Students, Staff and Faculty**

**Friday, April 15 at Noon**
*339 O'Shaughnessy*

Presenter: Danielle Green
Dani Green is a second-year Ph.D. student in English at the University of Notre Dame, where she is also completing graduate minors in gender studies and Irish studies. She works on British and Irish literature of the
long nineteenth century with interests in queer theory, space and materiality, and narrative. Her current research considers how minute forms in the novel (e.g., spaces and things) might act as oblique signals that (re)structure our understanding of the novel in sometimes discordant, or queer, ways.

Additional Gender Studies Research Workshop information

April 15- Gender, Race, and Concepts of Difference – Submissions Due

FEMMSS 6: Inside, Outside, and Across Disciplines: Gender, Race, and Concepts of Difference
Submission deadline April 15, 2016
Acceptance notifications by May 6, 2016

Submissions are invited for the sixth meeting of The Association for Feminist Epistemologies, Methodologies, Metaphysics, and Science Studies (FEMMSS; http://femmss.org/) to be held at the University of Notre Dame, Notre Dame, Indiana, USA, October 2 through October 4, 2016. We apologize for the conflict with Rosh Hashanah, and hope that in the future the FEMMSS “save the date” notices will allow us to avoid such conflicts. FEMMSS is a multidisciplinary organization. We welcome papers, posters, panels, and workshops from any academic discipline and from outside the academy. We especially encourage work that crosses traditional boundaries--disciplinary and academic/non-academic, among others—to expose how issues of gender, race, ability/disability, socioeconomic class, and other areas of difference impact scholarship, participation, policies, outcomes, and science practice. In addition to showcasing innovative work, FEMMSS aims to build a supportive network of science studies scholars, historians, philosophers, scientists, and others. It especially aims to include and encourage those who are underrepresented or are in other ways disadvantaged within their home disciplines.

Topics for FEMMSS 6 include but need not be limited to:

1. Interrogating social boundary concepts (e.g., gender, sexuality, socioeconomic class, disability/ability, race, ethnicity, nationality) from diverse disciplinary perspectives
2. Social boundary concepts in feminist science studies: Where are we and what is needed?
3. Inclusive institutions: How can interdisciplinary research support organizational change?
4. Implicit bias and stereotype threat: The philosophy behind the social science research
5. Epistemologies of ignorance: Why do inequities and exclusions persist, and what knowledge implications do they have?
6. Feminist epistemologies, metaphysics and methodologies across disciplines: What do they promise and what do they presuppose?
7. Rhetoric, argumentation, and communication: Strategies to heal past injustice
8. The ethics and politics of biomedical research
9. Production of “natural differences” in science, medicine, and the law
10. Feminist perspectives on critical environmental issues
11. Engineering technologies for environmental justice and global peace
12. STEM (science, technology, engineering and math) education: Strategies for equity throughout the pipeline (pre-K through gray)
13. Accessibility and STEM education: Supporting students with disabilities
14. Professional Development: Thriving when you are ‘the only…’ in your unit
15. Professional Development: Promoting interdisciplinary scholarship/service/teaching

Submission instructions
You are permitted one submission, unless you are submitting a poster. If you are submitting a poster, you can also submit an abstract for a paper, panel, or workshop.

To submit please go to https://easychair.org/conferences/?conf=femmss6 and sign up for an account. Direct questions regarding submissions to kasi.jackson@mail.wvu.edu.
• **Individual papers and posters:** Please provide a title, put a 300-word abstract in the text box, and select 3-10 topics/keywords. At the beginning of the abstract indicate if your submission is a poster. Please do not include any identifying information in your abstract.

• **Panels:** For the panel as a whole, provide a title, include a 300-word abstract in the text box, and select 3-10 topics/keywords. Upload a single document that includes each paper’s title and 300-word abstract. Please take care not to identify authors.

• **Workshops:** Provide a title, include a 300-word abstract with goals and rationale in the text box, and select 3-10 keywords/topics. Upload an additional 300-word description of the activities in which your audience will engage. Please take care not to identify authors.

• **Keywords/Topics:** Easy Chair requires submission of 3 keywords. You can copy keywords from the topic list or create unique keywords if your topics are not on the list.

FEMMSS was founded in 2004. Central aims of the organization include the encouragement of networking and collaboration among scholars in diverse fields; the development of analytic and pedagogical skills to aid such interdisciplinary work; the support of women and other underrepresented scholars in the various humanities, social sciences, and STEM fields, and the sharing of strategies for facilitating their success; and the mentoring of junior scholars. FEMMSS has a strong commitment to work that crosses boundaries among disciplines and between the academy and the public.

**Notre Dame sponsors for FEMMSS 6 include:**

Institute for Scholarship in the Liberal Arts (ISLA), College of Arts and Letters, Henkels Lecture Series
John J. Reilly Center for Science, Technology, and Values
College of Arts and Letters
College of Science
College of Engineering
Department of Philosophy
Gender Studies Program
Department of Political Science
Department of American Studies
Program of Liberal Studies

**April 19 – Film Director Margarethe von Trotta**

One of Germany’s best-known and most successful female directors, Margarethe von Trotta will join the Nanovic Forum as a distinguished guest in April. Highly acclaimed for her films about women and history, such as Rosa Luxemburg (1986), Vision (about Hildegard von Bingen) (2009), and Hannah Arendt (2013), Von Trotta will speak about film and history and hold a masterclass on her approach to film and biography.

She was born in Berlin in 1942. Her mother was from an aristocratic family that fled Russia after 1917. Her father was a painter. Von Trotta was therefore classified as a stateless non-citizen. She spent her youth in Dusseldorf and soon began an acting career in short film, television, and theatre in Paris of the 1960s, and then in Germany. She won acclaim for her roles in the “German New Wave” cinema and starred in films by Rainer Fassbinder and Volker Schlöndorff. She met the latter in 1969 and married him in 1971. Her directorial debut came in 1975 (The Lost Honor of Katharina Blum). The first feature-length film she wrote and directed herself was The Second Awakening of Christina Klages (1978). She went on to make important and controversial films, especially films about women, such as Marianne and Juliane (1981), Rosa Luxemburg (1986), Vision (2009), and Hannah Arendt (2013). The Misplaced World (2015) is her latest film.

Margarethe von Trotta currently lives in Paris. In addition to making films, she is a Professor of Film at the European Graduate School in Saas-Fee, Switzerland.

**Tuesday, April 19th at 12:30 p.m. - Lunchtime Masterclass**

**Wednesday, April 20th at 5:00 p.m. - The Nanovic Forum Lecture "My Approach to Biography"**

**Thursday, April 21st at 7:00 p.m. - Film: "The Misplaced World" with Introduction and Q&A session**
April 21 - Take Back the Night

Thursday, April 21
4:45 p.m.  Kickoff near Lake Marian, Saint Mary's
5:30 p.m.  Speak Out followed by dinner, Legends of Notre Dame
7:45 p.m.  March around Notre Dame's campus
8:15 p.m.  Candlelight Prayer Vigil - Grotto

Take Back the Night is an annual event when our campus communities stand together with survivors of sexual violence, and show their commitment to working to prevent harm. The multi-part event allows our community to participate in various ways: survivors and those impacted can tell their stories in a safe environment at the Speak Out; we mobilize and vocalize our support during the March; and we join in prayer and solidarity at the Candlelight Vigil. Open to all ND/SMC/HCC students, faculty and staff. A truly collaborative effort, cosponsored by Gender Relations Center, Belles Against Violence Office (BAVO SMC), Campus Ministry, Saint Mary’s College Multicultural Services, Saint Mary's College Student Involvement, Army ROTC, Committee for Sexual Assault Prevention, Saint Mary's College Campus Ministry, Notre Dame Right to Life, Shades of Ebony, Multicultural Student Programs & Services, Men Against Sexual Violence, Notre Dame Student Government, Notre Dames and Saint Mary's College Social Work Club.

Join Gender Studies Honor Society

Join our group on Facebook

Students (Graduate & Undergraduate) – Share your Story

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