

studies in contemporary women's writing

Mazal Oaknín



Feminism,
Writing and the
Media in Spain

Ana María Matute,
Rosa Montero and
Lucía Etxebarria

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 María Matute (1926–2014), Rosa Montero (1952–), and Lucía 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.

Mazal Oaknín completed her MA and PhD in Hispanic Studies at University College London, where she has been teaching Hispanic language and literature since 2009. She previously taught Spanish in Malaga, New York, Paris and Birmingham. She co-edited the volume *Literatura política y política literaria en España: Del Desastre del 98 a Felipe VI* with Guillermo Lain Corona (Peter Lang, 2015) and her work has appeared in journals such as *Espéculo*, *Fahrenheit 452*, *Alba Magazine* and *Argus*. Her research focuses on four main areas: contemporary Spanish literature, gender and identity, fiction in the digital age and representations of minorities.



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