

**Tseëlon, Efrat**

The Masque of Femininity. The Presentation of Woman in Everyday Life  
*London, Thousand Oaks, New Delhi (Sage) 1995, pp. VIII+152*

CONTENTS

Acknowledgements	viii
Introduction	1
1 Fatal Seductions: ‘And God Created Woman’ <i>Female essence: the first woman; Female appearance and morality; From essence to appearance: the civilising process; From appearance to essence: decline of the male peacock; Fear of the woman; Modesty in dress</i>	7
2 Masking the Self: The Lady is a Fake <i>Artifice as a sign of deception and evil; Masquerade as a sign of an inessential construction; Self-presentation à la Goffman; Self-presentation à la impression management; Familiar audience; An ‘improved’ self; Self-consciousness;</i>	33
3 The Gender of the Spectacle <i>The visible self; The clothed self; The fragile self; Some examples; The gaze</i>	54
4 The Beauty Myth: The Princess is a Frog <i>Beauty: the making of a princess; Stigma: the beast behind the beauty; Stigma and beauty: an ideological critique; Stigma and beauty: a Goffmanesque analysis; The balance between doing and overdoing; Whose responsibility?; Fear of the ageing woman; The making a frog;</i>	77
5 The Beauty Masque of Death <i>Attitudes to death and the civilising process; Attitudes towards death throughout history; The anxiety of loss and the defences against it; The mummy and the enigma of the woman</i>	100
6 Postmodernism and the Clothed Meaning <i>Sartorial gender coding; The case of postmodern fashion; A historical analysis of the signification of dress; Fashion and postmodern simulation</i>	120
Bibliography	136
Index	148