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“Being a woman” in the Brazilian Feminine Press

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This paper analyses the roles predicted to women in the Brazilian feminine press. These roles tell women how they should behave facing many aspects in their lives, creating a guide of what should be the important facts and values. They are supposed to be the roles that society expects from them. To understand how the Brazilian women see their selves in society is necessary to study what portrait this society shows to these women. The beginning of feminine press and its speech evolution are also present arguing about its influence in the women’s social transformations in Brazil. In an historical approach and using this theme bibliography, these roles were organized relating to four themes: being a woman as a man’s companion, involving too the feminine behavior in a “man’s quest”; being a woman as a mother and the education she is supposed to give to her children; being a woman in the work world and its rules; and, finally, being a woman who has to look pretty and the relation between beauty and the feminine world in these magazines.

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