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- **Gender, Genius and the Myth of the Lone Intellectual :
Feminist Cultural Studies and C. Wright Mills's Papers**
KIM SAWCHUK

This paper seeks to demonstrate the contribution of feminist analyses to the medias' reception regarding the history of intellectual practices in the field of communication studies. The author uses the example of C. Wright Mills, and the letters written to him by his readers. These letters are part of the C. Wright Mills collection at the University of Austin in Texas. Rather than depicting Mills as a solitary intellectual, a myth that upholds the equation of masculinity with genius, the letters permit a better knowledge and understanding of the social context within which his intellectual work took place. When analyzing the myth of C. Wright Mills from the angle of feminist studies of reception, the researcher's attention is shifted from the texts themselves to the response of his readers to these texts. In so doing, Mills authoritarian voice is, to a certain extent, de-centered and destabilized, allowing the relational quality of his work emerge.

- **Issues of Fame :
The Memorialization of the Céline Dion Phenomenon**
LINE GRENIER

This article explores the « Céline Dion phenomenon » in Quebec from the perspective of fame. Using fragments of the public discourse which informed this phenomenon in the late 1990s, the author sketches two of the competing figures of fame that it brings into evidence : the national hero and the successful entrepreneur. The analysis shows how, in the conjuncture of contemporary Québec, the figures of fame and the activities of memorialization they render visible and valorize fuse and confuse individual and collective achievement, personal and national interest and, hence, link different forms of cultural materials to the « present » past of particular private experiences, local resources and public trajectories.

- **Corporatist Discourse on the Feminization of Public Relations :
An Approach at Odds with the History of Women in the PR Field**
MANON NIQUETTE

This paper critically analyses corporatist discourse on the feminization of public relations. It is divided into two parts. The first part discusses the main contentions of the corporatist discourse. Each argument is challenged in an effort to remove the negative connotations from the professionalization of women in public relations. The second part, more historical, shows that, in fact, PR has been from its very beginning a women's field. In conclusion, it is proposed that the contradictions that the PR female pioneers encountered are the same ones that are inherent in the liberal claims upon which the corporatist discourse on the feminization of public relations is based.

—● **The influence of women on the renewal of professional practices : the case of journalists**

ARMANDE SAINT-JEAN

The purpose of this article is to demonstrate how the increased proportion of women within the ranks of journalists has had a radical effect on the renewal of professional practices. Relying on her own research data, as well as other recent surveys, the author attempts to show how this influence, far from being only a cosmetic or superficial change, has determined many aspects of the evolution of the journalistic profession. A number of elements related to what is called a major change, occurring presently in journalism, can be related to the behavior or the claims many women journalists have held in recent years.

—● **HIV-Positive Women Infiltrating the Media :
Activist visibility and Abstraction**

MARIA NENGEH MENSAH

This paper focuses on HIV-positive women's movement in Québec and their uses of media as a strategy for political representation. The « infiltration model » is institutional and draws mainly on community-based AIDS media. Textual and audiovisual documents are analyzed in order to map out heroic and political conceptions of women living with HIV, how to talk about HIV, and writing as a community-affirming process. Combined together, testimonials, narration, and writing, form a specific regime of visibility that translates seropositive women's experience in terms of a singular abstract political link rather than an identity.

—● **Rethinking Fur History :
From the Beaver to Brigitte Bardot**

CHANTAL NADEAU

This current research project centers on women *in* furs. The author insists on this conjunction « *in* ». She is not simply analyzing women and fur; rather she analyzes how the contact between (female and animal) skin, between skin and fur, facilitates the construction of a critical history of the nation. These points of contact reassert the importance of material and economic culture in the construction of the national, a nation understood less as a geographic constituency than as a sexualized space. The author works from two central concepts : *fur ladies* and the *beaver*. The project is informed by two intertwined questions : how does the nation work ? And how to think sexuality outside of its materiality; outside the boundaries and limits of the body as the sole marker of the sexualized subject ? More than a metaphor, this approach challenges a traditional understanding of the historical archive and redefines sexuality as a locus of national formation.

—● **Thinking through Immigration as Spectacle :**
The Colonial Bases of the Canadian Nation
 TAMARA VUKOV

Based on her research into the colonial heritage as well as the contemporary practices of Canadian immigration, the author proposes to think through the notion of *immigration spectacle* as a central way to understand the nation as institutionally « imagined » through immigration. The article elaborates the notion of immigration spectacle by briefly sketching two concepts that betray the sexualized contours of immigration : the peopling of the nation, and the desirable immigrant. From there, the author delineates a historical site that reveals the colonial bases of immigration spectacle : that of early Canadian government immigration promotion. The article closes with a few questions raised by this research, by pointing to some contemporary sites of immigration spectacle.

—● **Political Women and Medias :**
Some considerations
 MANON TREMBLAY

The main objective of this research note is to reflect on the relationship between political women and the media in the manner it was stated during the « Political Women and the Media » colloquium jointly organized by the Quebec group Women, Politics and Democracy and the Research Centre on Women and Politics of the University of Ottawa. One of the ideas put forth during the debates was that the media are not entirely neutral as far as the treatment of political women is concerned and, to some extent, may even give them sexist treatment. Although this proposition is often presented in a research context it is far from being unanimous among journalists as well as female and male politicians. It must thus be hoped that the next few years will spawn a whole series of reflections on the relationship between political women and the media, especially in the context of an increasing mediatization of political life.

—● **La Gazette des femmes**
A Gold Mine Yet to Be Exploited by Feminist Research
 NICOLE BEAULIEU and MARIE-JOSÉ DES RIVIÈRES

Sole survivor of the feminist press written for the general public and a special witness of the changing status of women, *La Gazette des femmes*, which celebrated its 20th anniversary in 1999, represents an extremely rich corpus. The *Gazette's* analysis attracts the attention of researchers from numerous disciplines. To support this assertion, the authors refer to the magazine's evolution (readership, circulation, marketing), how it differs from the traditional women's press, its contributions to social progress and some of the challenges it is facing, including expanding its youth readership while retaining its regular subscribers.