

The value of women's work: between the subjective and the economic

Workshop programme

Keynote speakers

Nancy Folbre, Professor of Economics at the University of Massachusetts-Amherst. She is the author of, among many other books, *For Love and Money: Care Provision in the United States* (Russell Sage, 2012), *Greed, Lust and Gender: A History of Economic Ideas* (OUP, 2009) and *Family Time: The Social Organization of Care* (Routledge, 2004).

Diane Negra, Professor of Film Studies and Screen Culture and Head of Film Studies at University College Dublin. She is the author, editor or co-editor of nine books, the most recent of which is *Gendering the Recession: Media and Culture in an Age of Austerity* (with Yvonne Tasker, Duke UP, 2014).

Friday October 24

9 - 9.15am Welcome and Introduction

9.30 - 10.30am **Care work**

Chair: Josie McLellan

Rosie Read (Bournemouth): Nurture, Care and Value/s. Women and caring work in Czechoslovakia / Czech Republic

Sabrina Marchetti (EUI): "Mum seems happy": the value of care in the perspective of relatives of dependent elderlies who employ a migrant woman to take care of them.

Zuzana Sekeráková Búriková (Masaryk): The role of gendered biographies and identities in care work

10.30 - 11.15am **Men, women, and work**

Chair: Selina Todd

Laura King (Leeds): Men's valuing of women's work: labour in and outside the home in Britain, c.1945-1970s

Christopher Neumaier (Zentrum für Zeithistorische Forschung, Potsdam): From Patriarchy to Partnership: A Path Not Taken? The Negotiation of Gender Roles in West German Families, 1950s – 1980s

11.45am - 12.45pm **Women's work in transition**

Chair: Celia Donert

Kirsi-Maria Hytönen (Jyväskylä): A Diligent Worker or a Happy Housewife? Women's Memories of Work and Family in 1940s and 1950s Finland

Bojana Babic: Women, work and migration in Bosnia and Herzegovina

Gesine Tuitjer (Thünen-Institute for Rural Areas): Concepts of women's paid work and motherhood in times of economic change

2.15 - 3pm

Valuing female creative labour

Chair: Rebecca Clifford

Jaka Primorac (Zagreb) and Valerija Barada (Zadar): Between a rock and a hard place: Valuing female creative labour

Jenna Bailey (Lethbridge and Sussex): Forgotten Melodies: Valuing the Contributions of Women Musical Workers

3 - 4pm

Literary representations of women's work

Chair: Ruth Glynn

Helena Chadderton (Hull): Female workers in la fiction d'affaires

Iain McMaster (Edinburgh): "Out to earn a living": Ethics and Economics in Angela Carter's Narratives of Women's Work

Kathy Mezei (Simon Fraser) and Chiara Briganti (Kings College London), Women, Work and Value in British women's novels of the 1950s and early 60s.

4.30 - 6pm

Keynote lecture: After Ever After: Bethenny Frankel, Self-Branding and the New 'Intimacy of Work'

Diane Negra (University College Dublin):

Reality television star, media mogul, and multi-platformed megabrand Bethenny Frankel offers an exemplary case study of the increasingly prominent cultural phenomenon of female celebrity entrepreneurialism. Among other things, Frankel's rise in a period of global recession and intensifying inequality corroborates Sarah Banet-Weiser's claim that successfully branding the self has become the means by which to successfully access the self; her bootstrap narrative accords with the sort of affective economies that confer moral authority on women when they align financial success to compliance with heteronormative life stages. A cluster of academic studies by Michael Sandel, Arlie Hochschild, and Melissa Gregg have sought to explore how rationalization, market logics and work obligations are inflecting spheres once thought to be immune from such calculations. Frankel's stabilization as an icon notably coincided with a proliferation of reality television geared toward showcasing the monetization of putatively 'personal' lives. In the Frankel reality oeuvre confluences of market and intimacy realms are myriad and her persona essentially operates to showcase the belabored female self. At the same time, her continually beset position complies with the postfeminist trope of the the "woman who works too hard to find love." In this analysis of texts including reality series *Bethenny Getting Married?* and *Bethenny Ever After* and self-help book *A Place of Yes* I assess Frankel's association with an ambivalent neoliberalism and anxious postfeminism.

Saturday October 25

9 - 10.30am

Keynote lecture: Accounting for Care

Nancy Folbre (Massachusetts)

This presentation will draw on my experience valuing non-market work and measuring intra-family income flows in an effort to picture the "care sector" of the economy as a whole. While it will include a brief description of technical methods and data sources, it will focus on the clash of conceptual paradigms that has led to a multi-dimensional critique of conventional national accounting assumptions. While this critique is now familiar to many researchers, it has yet to exert a significant influence on the regular practices of national statistical offices. Hence the need for a meta-narrative: accounting for resistance to accounting for care.

11am – 12pm

Valuing women's work: economic perspectives

Chair: Selina Todd

Theresa Wobbe (Potsdam): ILO Labour statistics at work: The value of women's work through the lens of numerical representations after World War Two

Christine Bauhardt (Humboldt University Berlin): Feminist economics and alternatives to the capitalist growth economy

Elizabetta Addis (Sassari): The labour market does not exist: the implications of social capital theory for the value of women's work.

12 - 1pm

Valuing women's work: towards the subjective

Chair: Ruth Glynn

Anna Frisone (EUI): Women unionists in trouble: reevaluating domestic labour while supporting women's employment

Carol Wolkowitz (Warwick) and Rachel Lara Cohen (City University London): Contested values: The gendering of body work and the undervaluation of women's labour

Roona Simpson (Glasgow): Gender, Partnership Status and Employment

2.30 - 4pm

Postwar transitions and renegotiations

Chair: Rebecca Clifford

Caitriona Beaumont (London South Bank): What does work mean for women? Housewives associations and attitudes towards housework, paid work and deviant work in 1950s Britain

Alexandra Ghit (Central European University): (Re)Constructing Work: Popular Discourses on Work and Labour in Post-War Romania (1945- 1953)

Laura Paterson (Dundee): 'Women's Experiences of Paid Work in Industrial Britain, c.1945- c.1971'

Natalia Jarska (Warsaw): The value(s) of women's work for wages in state socialism – Poland in the 'thaw' 1956-1960

4.30 - 5.15pm

Valuing women's work in the post-crash economy

Chair: Josie McLellan

Alexandra Oeser (Nanterre): Losing work in a male dominated industry: female experiences of redundancy and subsequent job search in southern France

Olga Sasunkevich (European Humanities University, Vilnius): Gendering Informal Work: Necessity, Solidarity, and Agency in Cross-Border Trade Activities

5.15 - 5.45pm

Concluding remarks and close