



"Vení a sacar a la perra que hay en vos": Pedagogías de la seducción, mercado y nuevos retos para los feminismos [

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text (article)

Analítica

In a social scenario of commodification of desire, reconfiguration of erotic and love codes and spreading out of feminist slogans about "sexual liberation", this article analyzes the production and circulation of "pedagogies of sexuality" aimed to heterosexual women. The study is based on the exploration and analysis of websites and publications that teach techniques of seduction and eroticism and on an ethnographic survey into two "schools of seduction" for heterosexual women in the city of Buenos Aires. Its findings challenge hegemonic understandings about the women sexual liberation and propose an interpretation of an unexplored zone of sex market and the relationships that it creates

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Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es