

Gerd von der Lippe
Hogskolen i Telemark, Norway

Accepted Femininities and Masculinities in the Field of Sport in Norway in the 1930s

This paper is a feminist analysis of social semiotics in a historical perspective. All signs are socially constituted and treated as social practices. The paper concentrates on connotations and the contexts of interpretation. It interprets organized sport as a field where groups and agents struggle to legitimate correct representations of bodily practices in relation to other fields: in this instance, advertising. The paper focuses on accepted femininities and masculinities. The point of departure of advertising is the most popular sports magazine in Norway in the 1930s, *SportsManden*. This decade was the period of the first Norwegian sports revolution for women.

Advertising practices in sports magazines seem seldom to introduce new ideas of gender construction, but rather to reproduce the mainstream ones of the dominant cultures: for example only signs of male cross country skiers were presented and not female, because accepted bourgeois femininity did not include such practices in the 1930s. The paper also examines contrasting and ambivalent signs such as those of certain ski jumping females, for example, who travelled to the USA to show their achievements and were used in advertising. This might be understood as a parallel to female circus artists of the nineteenth century.