



THE PRE-HISTORY OF THE 'GIRL EFFECT': Girlhood, Racial Hierarchies, and International Relations in the 1920s and 1930s

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TUESDAY
MAY
7



HeForShe

“Invest in a girl and she will do the rest.” This slogan is at the heart of the Nike Foundation’s “Girl Effect” campaign, which insists that girls across the global south have the potential -- and the responsibility -- to lift their families and communities out of poverty. With this twenty-first-century context in mind, I will use the global Girl Guide movement (which was established in Britain in 1909 and had attracted over a million members in 40 national and colonial contexts by the 1930s) to better understand the longer history of how class-specific and racialized ideas about girls and girlhood have been used to further particular visions of imperial-international relations and “development.”

WHEN

May 7, 2019
2:00-3:30 p.m.

WHERE

University of Waterloo
Hagey Hall
Room 117



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