

## The construction of female identity in nineteenth-century publications in Mexico

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### ABSTRACT

*In 1883 the family, literary magazine was published by time first in Mexico by an eminently social content, where the configuration of the paper role of the woman was constituting a central piece of her speech.*

*The construction of the ideal feminine one in this epoch, of the hand of the social roles that should play the learned women did of this weekly publication a guide of the action, of the values and of the attitudes to taking up office, presented in fixed sections, as it is realized by the feminine contemporary magazines.*

**Key words:** Periodical press, Popular Literature, Stereotypes, Female identity, Women's magazines.

### 1. Introduction

The sample of literary and cultural journals of the nineteenth century found in the city of Xalapa is rich and varied. They range from isolated individuals to complete collections of daily, weekly or monthly.

The Library of the College Preparatory Xalapa, located in Xalapa, Veracruz, Mexico, home to the following periodicals: Overview of the girls (1842), Journal of Modern Mexico, Charity (1890), The reading room (1845), The elf (1840); The viewer of Mexico (1851); intellectual Mexico (1893-1899) progress in Mexico (1895), Mexican Library. Mexican Chronicle (1878), Contemporary Thought, The messenger from home (1902), The Bluff (1821), progress; Mexico Magazine (1894), Scientific literature, Catholic Review (1851), Scientific and Literary Mexico, and family (1883).

Various circumstances made the family a special object of interest: it was a literary magazine with a predominantly social content, where the configuration of the role of women was a centerpiece of his speech.

Presented as a constant theme of women and their content was, in many cases, the role of guidance counselor action or attitudes of women at the time and was a publication called "newspaper" but was actually a magazine containing a wide variety of genres in it, presented in fixed sections.

Thus, it drew a roadmap for approaching the weekly publication published in 1883 and had nine years of existence: a research paper that addresses the construction of femininity in a publication highlighted from the analysis of its contents, take into account the discursive processes existing at the time.

A first step was to define which type was the family. Fortunately, finding gender studies allowed to locate a new approach to literary analysis for this publication. Therefore addresses the issue of female identity construction based on research considering gender as a set of phenomena associated with sex differences, as well as Carmen Rosa Caldas says. (1999).

Reading the articles allowed to locate within three main categories of work: a) female Attributes: included items that addressed the issue of women's physical attributes, b) Moral characteristics: allowing to know the ideal

woman for this proposal publication edited by Frederick Charles Jens c) Impact sociocultural set out the main social roles to be played by women and the publication of which acted as a guide.

The construction of the three categories ranked social discourse at a particular time and allowed an approach to the feminine ideal proclaimed in the journals of the late nineteenth century.

#### **Argumentation:**

##### **1. The construction of female identity**

*The woman's identity is also formed around the game of chance that society provides for action and production.*  
(Maria Luisa Tarrés)

If the analysis of the publications were restricted to female complaint and critical stage of mass communication, a proposal latest approach would be related to these objects of study from a gender perspective.

Research on gender have to do-as pointed out Carmen Rosa Caldas and Luisa Martín Rojo (1999) - with "the set of social, cultural and psychological factors that are associated with sex differences" or, as expounded Julia Zullo (1999), is "the result of a social process that transforms a biologically determined difference (male / female) in a cultural distinction: man / woman."

Both definitions agree on something: the central point that distinguishes men and women beyond the simple biological approach, to be confined in the social sphere, culture, the establishment of ways of thinking, attitudes and roles from the difference between the sexes.

And these authors also have another point of agreement: are social discourses or discursive practices uniquely placed to understand the different social representations in general and the process of formation of the particular genre.

The way we represent ourselves to the world and is a direct result of the speeches we have built up over time, which has allowed us to establish an identity.

##### **1.1. Around feminine identity**

But what elements define female identity?

Maria Gabriela Hita (1997: 86) attempts to answer this question in a study of the Marian model of identity and religious vocation late twentieth century:

Female identity, traditionally associated with emotional vision of the world, has been formed over time on the model of the other: the man, associated with the rational. Man, based on ideologies and patriarchal societies, has won a leading role in the story.

The social set, again, determined by preexisting worldviews and forms of organization and exercise of authoritarian power and vertical features that distinguish female groups over time.

Norbert Elias (1994: 122) lectures about the changing gender balance and mentions:

There is an uneven balance between the sexes and possibly what has been called by the name of "harmonious inequality" (...) makes it not only a habit, but a habit, part of the social habit of individuals. The control exercised by social custom has become a kind of second nature and thus in self.

Physiological sense at first, social and cultural later give way in recent years to a perspective that places the identity from psychoanalysis, and considering the identity as a set of qualities that distinguish absolutely particular in its particularity to a group or an individual.

Awareness of subordination and the body as a key element of identity, are the basic elements to consider construction of female identity in modernity.

In this perspective, Estela Serret (1992: 150) discusses the notion of gender, family and cultural identity and provides:

The identity is the result of the constitution of subjectivity. (...) There is no identity principle, but it is constituted by an action known as the identification process.

Under this same notion of identity, in the text's will be, the various authors we approach a different reading that prioritizes the other conditions in the social constructions of femininity, and also consider the circumstances in which the practical experiences life of women, that is, how spend their lives not as elements that define an identity in finished form, but as the possibility of creating a will be.

Based on this thesis, Maria Luisa Tarrés (1999) shows how the modernization influence the social organization, in guiding the decisions that are generated on a political level and even, in projects involving changes in state of affairs.

As for Valenzuela Arce (1992: 14) rebuilding our everyday images of life is the result of technological development, increasing literacy and dissemination of print and a growing interaction and configuration of stereotypes, for scholars of gender, identity construction and self-image of women that have been built over time, is the result of various discourses that feed and travel in different historical moments.

If these spaces various clarify the definition of an identity, it is obvious that the discursive practices appear again as a constant that defines a reality, that is, building a way of interpreting the world, to assume certain behaviors and even pose life projects.

But how do you build this thing called womanhood? In an article on the communicative decalogues to the new role of women and women's magazines in the construction of femininity, a team led by Elena Felú Arquiola (1999: 31) of the Autonomous University of Madrid, is given to the task of studying the different communicative recipes that are present in two women's magazines currently circulating in Spain. The paper considers these publications include three elements that have historically been aimed at women:

- Literature examples
- The manuals of good manners
- The self-help manuals.

It starts from the analysis of advice for women about how to communicate and how much they respond to stereotypes about women's speech in various fields. There is a study on the reception, they do not see to determine the extent to which the magazines are helping to change the habits of their readers communicative, implying further investigation.

Finally, Teresita de Barbieri (1993: 149) discussion of the gender category and reaches the same conclusion: the change in social behavior are beyond biological differences. "Gender is socially constructed gender".

## **2. The family**

*... Everyone understands how important the education of women, since they have a big role, the first certainly is the constitution of the family, but how that education should only prepare them taste good, the sensitivity, the order, ie, to pursue, think and feel and know say and write what they feel and think with clarity and precision?*

*As Madame de Seyons warrants, there is nothing better to do in female education, to cultivate the humble virtues that are so necessary, modesty and piety. The rest of that education should be devoted to what is in some domestic utility.*

*This does not mean that women should stay asses. A woman should know the story roughly certain sciences whose implementation will bring some fruit, very moral, very urbanity, especially, but not have to be broken soul with trigonometry or the binomial of Newton and the like to be forget the day you leave the school.*

*Here's a program that has thus been subject to public discussion:*

*Monday, sewing*

*Tuesday, upholstery, fashion, apparel zurciduras*

*Wednesday, kitchen, market, provisions*

*Thursday, drawing, dolls, ornaments*

*Friday, lingerie work, verification of all household items*  
*Saturday, general accounting of the week, cooking, kids dresses, brothers and sisters, if any.*  
*This until noon. Then, history, geography, modern languages, sciences, computing and music.*  
*Ages 12 to 16, a child subjected to this teaching, a woman will be useful, good and really educated.*  
*In the family. No. 21, 1. January 1891, Year VIII, Mexico*

### 2.1. The context

The family sees its first light is born the first of August 1883, a time of change and observing the Porfiriato boom six years now in power. To deny the importance of this time in the guy that was established publication and the essential claim of its content, is put aside the determination of any product communicational context. Over thirty years of the Diaz have one thing in common: the venerable order, devotion and glare to Europe and an unshakable faith in progress.

This leads to general notions about the key issues of the nation: freedom, order, social discipline, education. On the latter it is worth dwelling on the understanding that the literary analysis is proposed, by far, be instrumental in educating the family and especially the female sector.

In the scheme of culture Porfirian Barreda and Justo Sierra are educators, whose slogan is clear: Education is people, it is to educate copper primitive form, the conglomerate becomes the nation. If you educate, Mexico is added to the default behavior of its members, he stands by the prior selection of responses. (Monsivais, 1976: 314)

The Porfiriato drives an imported model from which they come fashions, ideologies, lifestyles, and in the entertainment field, periodicals.

What are some traits Porfirian notorious culture? Monsivais wonders in his notes. And he answers:

- Requirement privileges systematized
- Verbal loudness Searches
- Faith in education

It's worth stopping at the latter idea: faith in education meant that poverty, marginalization and ignorance can be fought only from the point of view of the artwork collected in classrooms.

This notion was identified by the same Porfirio Diaz, who upon assuming the presidency in February 1877, projected an image essentially drawn throughout his life. Lack requires, in the case of Diaz, the opportunity.

Luis Gonzalez added that upon taking office, "Prince uneducated" but soon achieved an old dream city: social peace at the cost of blood and suppression of all movement.

For the Porfiriato, prosperity naturally grew prosperous terrain. Progress was substantial potential for four reasons: the order, the natural wealth; European immigrants, foreign capital.

Education, as the culture was made largely for the middle class and middle and acquired in this context, a new notion: Along with the fun grew school, the new school was proposed as an ideal substantive spreading the love of country, order, freedom and progress. (Gonzalez, 1981: 950)

Education was a subject of cities, being marginalized rural and indigenous communities. Normal schools for young ladies begin to proliferate, with the understanding that education was a natural area of endeavor female.

Our country had 150 libraries in the territory and with very few readers. However, the time was prolific literary groups and periodicals: Of the 45 scientific and literary societies registered in 1893, 19 were based in the capital. As for newspapers, of the 543 in 1900, 126 were published in Mexico City. There were many newspapers, very few read newspapers and even fewer book readers. Porfirian society was still far from written culture. In 1900, only 18 percent of those over 10 years could read not necessarily read. . (Gonzalez, 1981: 978)

Along with the journals, in direct opposition government which earned its editors long stays in prison, appeared in literary and artistic journals, which were very active in this, its golden age.

Between 1894 and 1896, sponsored by Blue, the poems of Ruben Dario, (...) Blue Magazine appeared very concerned about the renewal of language and morality. In 1898, also driven by the desire to break the shackles of habit, began publication Modern Review. (Gonzalez, 1981: 979)

These were the beginnings of the Porfiriato, the call time of President-Emperor there laid the groundwork, the general notion of a supposedly educational magazine, with broad moral content, sobering, creating a model of a complete lifestyle.

## **2.2. The publication**

The family is born with a firm purpose; represent the firm and the beauty of human existence and the elementary task of forming the distinctive character of the primary nuclear facilities. Weekly publication appears on days 1, 8, 16 and 24 of each month under the direction of Frederick Charles Jens presenting diverse content articles, poems, short stories, translations, novels, household tips, santorales, technological and scientific innovations, stories life.

Its cost was 50 cents a month advance payment entitled to four copies, or twelve cents a single issue. Was printed on the streets of San Jose The Real No. 22 and had the PO 172.

Its publication appears daily from 1883 to 1892, achieving consolidated for nine years as a weekly publication aimed at all age groups, but mainly to a group: the feminine.

## **2.3. Form**

From a technical standpoint, the typesetting system, including those contained in linotype, advertisements in movable type and the printing system used typography or printing. His impression was in revolution or newsprint paper and paper cover weekly handle that had different colors.

The texts were produced in Century source leading by 10 points with 2 points and headers in Clarendon 10/12 and appeared in two columns of 7.6 cm each, the gutter was 0.3 centimeters., Measuring 5.15 bin width cms. The main headline of the family was in Century condensed font to 82 points and included a variety of fonts in the text of the address, press, publisher name owner, numbering, date, type of publication.

The advertising spaces ranging from 14 to 16 inches deep or bottom or between 33 and 38 Picas by 15.5 inches wide or 36 Picas and was published in the first, second, third and fourth liners. To make the ads more attractive, they used a wider variety of typefaces and included images produced by means of photogravure.

The finishes include saddle-stapled with two staples and refined. All pages also included the head with the logo placed on top with two lower pipe character, spanning the width of the typographic case. The space between the two columns is divided by a vertical bar, the process is repeated on every page.

For this article, the first covering the period August 1883 to July 24, 1884, which includes 48 copies, considering that elements were found in the gender analysis of items related to the categories of interest. Unable to photocopy the original publications is appended below, a sample that contains the typographic case, the type font or typeface, spaces and measures used.



#### 2.4. Content

Regarding content, in the first issue under the title of "Our newspaper" The family introducing:

The family will be an album where the useful recreation will have its proper place and everything beautiful is worthily represented, being its principal looks to knock on doors of the sanctuary of the home to become the true friend of the family and contributing modestly, but with faith and record to disclose, in literary flowers, the seeds of productive instruction. (...) Will form the distinctive character of the family the most complete abstention from political and religious controversies and respect the moral harsher ... (Jens, 1883: 1)

The recurring theme in The family will be without exception, women. During the year of publication, is now included with weekly feedback, articles or quotes concerning her children. It is a very specific audience you target publication. Furthermore, from the perspective of a new women's education will do better, the magazine aims to provide insights that allow revalue its transcendental role.

No politics, no moral fault, or mention of religion, explains the editor, but the contents abound in moral education. If literature, morals and writings that help to elevate the spirit. So this new publication is planned.

For research purposes only studied items, leaving out the remaining contents of the publication, and must be related to women in order to observe how this publication builds the necessary categories of the feminine. The account makes sense because the article is the quintessential interpretation genre and represents by far the shared sense of the editor and the time.

Is gender through which the journalist expresses his ideas, opinions, judgments or views on news and issues of public and permanent. In the family are not opinions about news, but items are limited to issues of general interest, even if not of immediate interest and is a female issue, easily located in their reading.

The issue of women is recurrent in the publication. In the sample of publications reviewed, appears from the first issue, which sees the public on August 1883. There, the contributing editor Jens Frederick Charles presents the first article, which is called "Women":

What is a woman? According to the Bible is a rib of man, ie the accompanying step by step in this vale of tears that have unjustly been called life (...) The woman is an angel that God sent to earth to be which will regulate the

actions of man, encaminándole the good (...) Women are the strength, it is bliss, and is the consolation of mankind (...) (Jens, 1883: 1) With this true apology The female of the family begins their dissertations. The search for a female readership literate recently located to the publication as an innovator in the sections it contains.

In the same tone, will precede, as a constant, or fixed section, work around the female universe with room maternity, values, fidelity, home care, grooming, life education, recipes, beauty, talent.

If it is true that the media is finally reflecting the society in which they are born, the family attempts since its first issue of constructing an ideal woman of the time, full of virtues and whose core mission is about to be the companion of man , the beloved.

Although newspaper calls itself contains no information of recent events so has the nature of magazine, weekly, daily events says. It provides current information, its content is not scientific, technical, political, opinion, or economic. It supposedly, literary.

Maria del Carmen Ruiz Castañeda (1996) to analyze the scientific content in Mexican literary journals nineteenth century, states: Early in its development, the news and popular science articles coexisted with creative writing. The modern connotation of the term "literature" restricts it to the genres of poetry, fiction, essay and drama. In its etymological sense, literature spans when communicating by letter and in this sense is understood and applied by those illustrated in the second half of the eighteenth century.

Under this general notion of literature, then lived in this periodical poems, articles, translations, serialized novels, household tips, recipes, advertisements, features, sonnets, stories. However, there appear sections steadily:

- Saints: it presented celebrated names appearing in the publication dates.
- A Woman's Guide: weekly advised women on issues of domestic nature
- Wedding Gift or letters to my daughter: a father advises his daughter to marry next female on the duties
- Academy Nahuatl basic questions to learn the alphabet of the language.
- Family library: German translations including Königswart Treasures, or works of Goethe, Paul Heyse or poems of Schiller.
- Poetry: Poems published Bernardo Lopez Garcia, Juan Crisostomo Lafinur, JA Bonalde Perez, Manuel M. Flores, Teodoro Llorente, Eusebio Blasco, Federico Carlos Jens, Emilio Calzada, Manuel Acuña, Julio Espinosa, Manuel E. Rincón, M. Gutierrez, Juan de Dios Peza, Joseph F. Valdes, A. F. Grillo, John B. Garza, Jorge Isaacs, Ramon de Campoamor, Ricardo Gutierrez, J. Manuel Marroquín, Francisco A. Lerdo, July Calcaño, Edda.
- Advertisement: Your advertising largely reflects the environment and times: sewing machines, watches Spanish, French shoe stores, drug stores, cafes and restaurants, shirt shops, drug stores, hardware stores, print shops, book stores, hat shops, tailors, silks and even corsets factories.

Many issues later, the same Carlos Federico Jens wrote the article "Something about women", where it was a historical to reach the prime age in which he lived to the female gender:

Back in the early days of the history of mankind (...) women thing considered, was degraded and reduced to the most insignificant sad situation ... He however, rehabilitation time (...) the holy doctrines that Christianity poured over the whole world, the woman rose to the corresponding category, the venerable figure of Mary, Mother of God, appeared before the world. (Jens, 1884: 1)

Clearly, the status of women has changed over time and Christianity is benevolent factor in evolution. For the author, the past is living and religion provides a new approach and a living space for women.

In the magazine, is a constant that the family as the core of society, must be considered in order of their importance for safeguarding an established order and the spiritual.

## **2.5. Family scenes, female stereotypes**

Building a feminine ideal presented by the family due to the historical circumstances experienced in the realities of the time. Two highlights in the items discussed: physical attributes, a distinctive feature of the female gender over time and moral values needed to be increased because of the changes and transformations of historical, political and social conditions, through good readings. Both seek an impact sociocultural elements, ie affect the

performance and preservation of traditional female roles. According to this approach and based on the articles reviewed by forty-eight copies, the information published weekly in the family would be classified as follows:

### **2.5.1. Feminine attributes**

The editor maintains a dual stance regarding the beauty of the woman of his appreciation and admiration, but widely criticized vanity and lack of spiritual elements in many women. At first mentioned in "Beauty and talent of women":

The beauty of women is one that does not go away just with her, a sun whose light, even if the woman does not already exist, leaves after him thousands of pleasant thoughts and unfading memories, that light which star lifetime. If it were necessary to keep the secret to happiness, there would be the idea that there is not on earth, but it certainly exists as the beauty and talent of women. (The family, 1883: 5-8)

However, in a paper published later by Jens, possibly thinking in its many readers, discuss about beautiful women and ugly women:

Beautiful woman is constantly exposed to be flattered and therefore to the seduction and a series of misfortunes whose consequences are incalculable (...) fond of the idea of her beauty, the foolish vanity takes far in the depths of his soul, until that, finally, thinking over all, pride ruleth in it, making it appear unbearable from the circle of sensible people. (Jens, 1883: 4)

Beauty is therefore a concern of the author, who also handles the opposite case, the ugliness, more real presence throughout the first season:

From birth the ugly woman must suffer ... Nobody notices her (...) Comprises then with shame that if a flower is a flower without fragrance, a flower when defoliated nobody pities her, and that on those flowers, do not ever settle for butterflies flutter ...

Sets generally criticizing the rigid social laws:

The company has established extremely unfair that is in clear contradiction with the laws of Mother Nature. Why deny women the right to voice their feelings as men do? Do women do not love, no heart, as we are not subject to the most powerful impulses of the soul? then, why deprive them of that right as natural as necessary? But ... so society has decreed and since we live in it, we have to abide by its laws despite knowing the absurdity of them. (The family, 1883: 3)

It is a constant in the publication praise and scorn feminine beauty with ugliness tone of mercy, but always tries to balance the natural attribute spiritual value. It would seem that the task of the writers is to reassess the importance of promoting the moral characteristics of women, starting perhaps consider a woman, as such, it is inherently beautiful.

Perhaps that is why the publication only find minimal information on female attributes, natural and logical genus from this perspective, compared to the overwhelming number of items on the morale and spirit.

In stating weaknesses of both sides, we can only end with a famous quote of the day: Oh, unhappy that born beautiful! The unhappy born ugly!

### **2.5.2. Moral Characteristics**

Morality should be written in capital letters. Along with the goodness and beauty are part of every woman who claims to be. The Guide of the woman, a regular feature in which a woman regularly collaborates, M. Sinués Pillar (1884: 1), explains: Without honesty, no integrity, nor to enjoy any rest in this life, or hope for eternal with God honors the faithful guardians of the law. But greed is a vice harmful to women and the family, it is nevertheless prodigality. She wasteful, capricious and whimsical, is the ruin of her husband and the greatest calamity that man can experience is having a wife that. Will you find morality, honesty and justice? Buscadlas home women's economic (...) The daughters of economic and virtuous women are born exquisite flowers chosen field and rocked by the aura of the domestic virtues.



Family life involves the inside, where it is necessary to deepen, while the outside that is empty and ephemeral and can be dangerous or bad and leads society, social life in general. Again in "Wedding Gift, Letter IX" (1884: 9) the father exposes this condition to lecture about the domestic life:

If life ... quiet and peaceful family is not preferable to the turbulent and troubled that we wanted to call the company ...

That way, the family has a catalog of virtues, in the form of simple advice. The interior of the home will provide satisfiers that everyday life has not. The "inside" as opposed to "out" is more clearly established in an article speaking of the virtues:

Devotion is the last of the loves and has recorded a writer ... A woman carefree esprit fort or be more incredulous is unlikely and even repugnant that can exist on earth. The woman who is not loving is not organized for women. Devotion is the first of loves. And love is the life of the woman. If we are to believe a proverb vulgar woman no more virtuous than she of whom less talk ... Virtue is: one should be in both sexes. (Catalina, 1883: 1-2)

Hope, silence and love are at the heart of this article. A woman who claims to be good must consist essentially of feelings. That is the inner world touting the writers of the magazine. That's an important project of female behavior.

On Charity, (1883: 5) mainly considered feminine virtue is added:

God's messengers on earth of His providence. These messengers are sublime creatures that the world admires, respects and blesses: creatures that make the transition from the realm of matter into their blessed home of the spirits ... They are daughters of heaven. And the helpless mother. And Sisters of Charity.

There the bedside of the dying, or beside the cradle of the newborn, bosquejase figure of a woman, whose existence is devoted to the good of his fellow ... Charity has no country. Nor are his sisters.

Us poor if the rich. A greater wealth, greater virtues.

Physical attributes are then paired with moral qualities. Facing the marked biological difference, the author or parent praises the qualities that make a woman, be unique in those days running.

### **2.5.3. Sociocultural impact**

If the ideal feminine attributes is constructed by combining physical and moral education, the actual result will be the proper performance in social roles assigned to women: marriage, motherhood, home care, coupled with the weaknesses, strengths and talents and the everyday and mundane hobbies.

The most outstanding virtues, regarded as natural attributes of women, will be presented in each issue of the weekly publication. From the number 37 appears as a regular feature of "A Woman's Guide", which will be proposed in order of importance. Be included in the form of paper, as shown in the following example:

The first care of a housekeeper must be prepared and sent to prepare lunch for everyone after eating breakfast can be delivered to their occupations ... Concerning the other chores, all subordinate to the above, they also have to set one hour and is very convenient to clean the rooms and similar occupations take place in the morning, late booking for needlework , etc. (The family, 1884: 2)

You can see that the natural place for the development of women's home and provide comfort to the rest of his family. Central figure, lord and master of his field, she gets through these general guidelines proposed by the magazine, a glimpse of recognition on their daily tasks.

It is important your participation, commitment and dedication imposed on such tasks and their significance becomes the service given to man as a companion and faithful wife. The backbone of the family is the woman who makes a conscious domestic activities for the benefit of its members. Therefore transcribes the example of a self-help manual for women of domestic problems:

The unfortunate woman is judged by the indifference of the husband, not entirely destitute of means to atraérselo again, if with delicate hand and touch sighted weapons used his talent and inexhaustible resources of his heart. The tears and complaints are not enough to shake the man who goes astray, if not accompanied by the

tender care of the kindly welcome and internal forgiveness manifested in flattery. (...) Everything must be sacrificed for the sake of domestic tranquility. Women are what men want them to be (...) (The Family, 1884: 2-3)

## 2.6. Assignments: love

There is certainly more feminine virtue of women of this age, your ability to love. If your destination is to go from the hand of man, as a companion, friend and lover, love is what finally moves your world.

The love you feel and not defined. It's little man to penetrate the great secret of nature.

Then the words of a great writer, it was much easier to love a woman to seduce many. Love is ... the whole story of the lives of women ... women Take away love, despojadla its finest attribute, and since we do not train them, they will be turned into the most abject of the earth. (The family, 1883: 1-6)

On the spiritual qualities for success in women, it is stated:

Speaking from a woman asking our grandparents: is honored?

Our parents used to ask now is it beautiful?

Our youth of today simply ask: is rich?

## 2.7. Educated women

A wise woman

Woman browsing booming

Follow the genius and know the route

Reading the news of Calcutta

And he knows that London is in Europe.

Pedantic fools that the troop

Something about the atoms dispute

And not even flinch color

Because he can not mend his clothes,

That mimics the style Castelar,

That in their conversation authors quote

And does the same thing Espronceda verses,

With everything and be as wise and learned,

To me I figure that is

Asking husband to Santa Rita.

JUAN B. GARZA

Family, No. 19, p. 7

The above text realizes the mockery that meant the relationship between women and education. Distant areas, facing the main tenets of the feminine attributes: beauty and good conduct. Intelligence, was only an attribute of men.

Expressed in the family:

All women are the same: they are right who believe this (...) The woman is an indefinable, because it is a being uneducated. His natural tenderness produces the inconstancy: his natural weakness produces pride: the first is its offensive weapon, the second is its defensive weapon. What women learn today as the foundation of their education?

All women are alike, are the same. True, as they seem all objects in the dark, as all the sounds seem dull for all colors to the blind. Educadlas: desarrollad character, reformad Form up and inclinations, and the light will spring to drive away the darkness, and point objects cease to be identical ... Education is life. (The Family, 1883: 9-10)

On the virtues that promotes education, noted for modesty:

The main secret of education is not to be wise women: women must be to be modest. Modesty, than men springs from education, women's instinct springs. If love is the miracle of civilization, modesty is the miracle of society. Against the modesty of the other men conspire men against women conspire modest defects other women and adulation of men. (The family, 1883: 6)

In the article "The Study", criticism is radicalized female education, in that it is a true gem of the day:

Why women do not have to go to university and get degrees and professions scientific and industrial? Is endowed with reason the woman has to conserve memory: understanding to know, will to decide, and a lot of heart to feel, can study, can know, to study and know; open yourself colleges for women; confiéranselos degrees, the professions scientific and industrial applications.

Do not laugh, reader! The matter is serious. Do not panic reading, this is a utopia ... "  
Given the conditions of modern society, it is not necessary that the woman is wise, just be discreet, do not need to shine as a philosopher, you just shine for his humility as a daughter, as a single for his modesty, for his tenderness.

## **Conclusions**

### **Family and construction of identity**

*"The female image with which man has interpreted the woman is his own invention"*  
*Manifiesto of Rivolta Femminile*

It is a common view that the extent of socially constructed discourses requires us to define our object of study. Despite the time elapsed since the first publication of the family shares with the rest of the contemporary women's magazines that mention certain qualities in its editorial Carmen Rosa Caldas (1999: 5)

From the reading of the texts, the woman is "unsafe and clumsy, as always to be guided. It is a "work attributed guide magazines in all dimensions of life." Also constitutes a guide for men.

The recurring themes indicated above, remain those related to a typically feminine role. The beauty is related to diet and sports, home decoration, cooking and cleaning, the job opportunities and economic success loving.

Their analysis also implies a critical view of the power relations which are also characterized by being authoritarian, vertical, centralists. Similarly assumed gender relations. Linguistic practice would be a major means by which social processes operate.

The task therefore is not simply descriptive of reality, but involve an argument that allows a change in perspective and in the long term, the assumed behavior modification as historical and reinforcing stereotypes. In the family, two aspects are crucial in the task given to women: morality and education.

The different linguistic and discursive strategies are analyzed and the emphasis that the social, economic and political impact on the discursive level of women is a priority in this work focused on the print media. The analysis of social discourse also provides us with information about the social representations of groups of individuals in a given period.

All this makes a real women's magazines Decalogue.

These are the commandments that must save religiously. These are the strategies that enable truly successful from the point of view of convincing readers about the best way to live.

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