

# ABSTRACT

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## **No more "feminine" politics?: New strategies in local feminist politics in urban Japan**

*Ayala Klemperer-Markman, Tel Aviv University*

The paper aims to re-evaluate the "feminine" strategy of women politicians as has been observed in earlier research, in light of the work of female mayors and governors in 21<sup>st</sup> century Japan. With a special stress on their rhetoric, and drawing on Bhabha's concept of "third space" and on McGee's concept of the "ideograph", a new model of an androgynous third space rhetoric is proposed as a new strategy for female local politicians in Japan.