



Mobiliser les corps en temps de guerre: a picture is worth a thousand words

Marc Calvini-Lefebvre

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Mobiliser les corps en temps de guerre: *a picture is worth a thousand words*

Marc Calvin-Lefebvre

Laboratoire d'Etudes et de Recherche sur
le Monde Anglophone (LERMA, UR 853)
Aix-Marseille Université (AMU)



DESIGNED BY LT GEN SIR R.S.J. BADEN POWELL

IWM

Utiliser le genre pour MOBILISER la population

MOBILISER les hommes

BRITONS



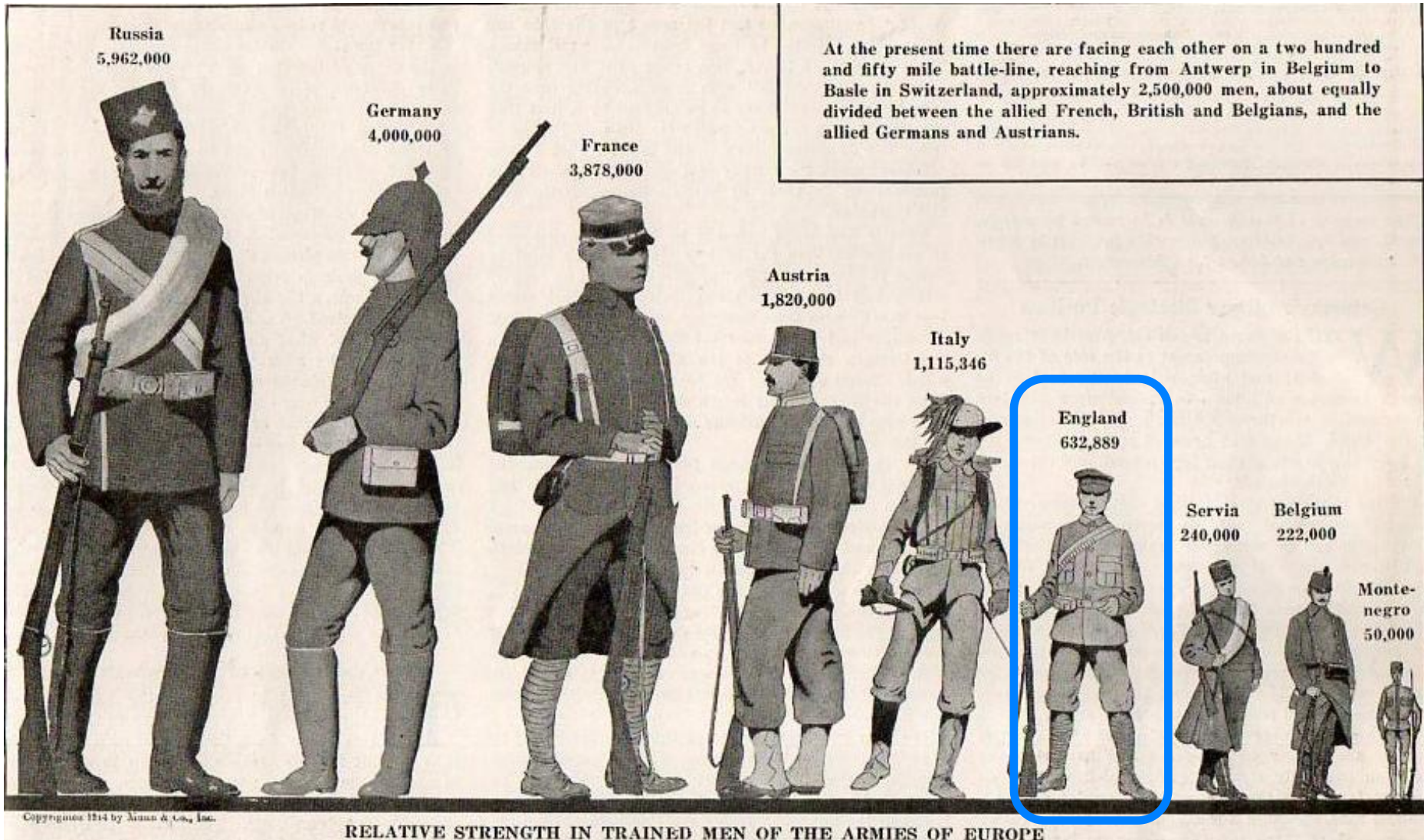
"WANTS
YOU"

JOIN YOUR COUNTRY'S ARMY!
GOD SAVE THE KING

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Petit problème...



La masculinité "hégémonique": Tommy Atkins

Courageux

Joyeux

Martial

Doux

Séduisant

MAIS
AUSSI

Galant

Patriote

Juste



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Are YOU in this?

IWM

La masculinité "complice": le travailleur "utile"

On peut échapper à
l'opprobre, à condition
d'être le plus proche
possible de Tommy
Atkins



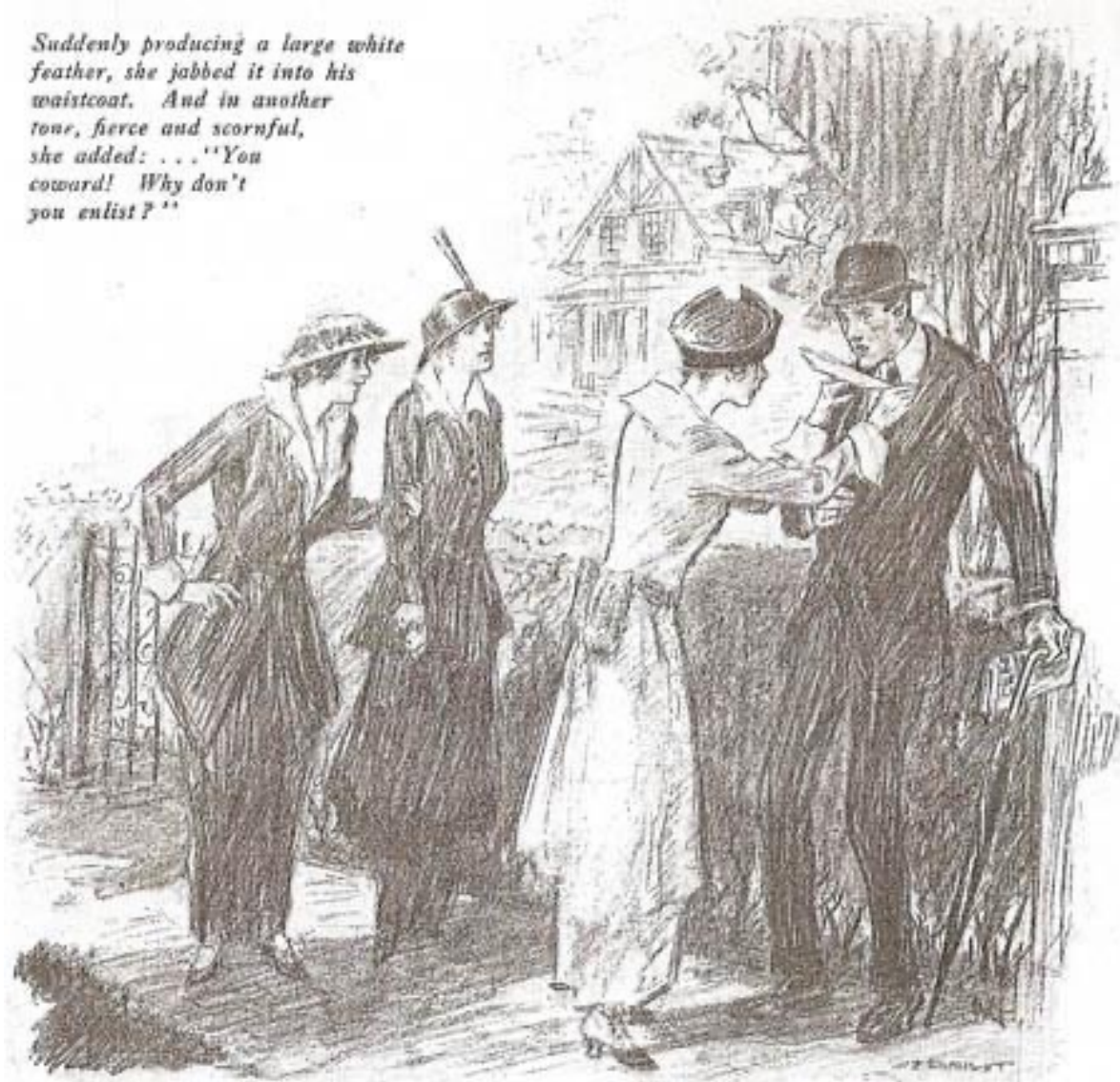
Are YOU in this?

Cap ou pas cap?

"When [a woman giving a recruitment speech] gently tucked a white duck feather into my button-hole I went off to the recruiting office and (...) joined up. [A few days later] in uniform, I again [listened to her] and in front of the crowd round her stand she came up to me and asked for the return of her feather. (...) I gave it to her (...) She had tears in her eyes as she kissed me and said 'God Bless!'"

"It was one of the only times I remember my father crying. My father was no coward but he had been reluctant to leave his little family, my mother, my sister of three, and I (...) He joined up soon after".

Suddenly producing a large white feather, she jabbed it into his waistcoat. And in another tone, fierce and scornful, she added: . . . "You coward! Why don't you enlist?"



Il était grand, il était beau, il sentait bon le sable
chaud...

Active Service League

Baroness Orczy

Serment: "never to be
seen in public with any
man who being in every
way fit and free (...) has
refused to respond to his
country's call"



"Now your country calls you/
To play your part in war/ And
no matter what befalls you/
We shall love you all the
more/ Oh, we don't want to
lose you but we think you
ought to go (...)/We shall want
you and miss you/But with all
our might and main/ we shall
cheer you, thank you, kiss
you/When you come back
again"

*We don't want to lose you
(but we think you ought to go)*

Femelette!



“[w]hatever the purpose to be achieved by war, however high the ideals for which the belligerent countries may struggle, for us, ‘Thou shalt not kill’ means what it says. The destruction of our fellow men – young men like ourselves – appals us; we cannot assist in the cutting off of one generation from life’s opportunities ... we deny the right of any government to make the slaughter of our fellows a bounden duty” - Clifford Allen, président du No Conscription Fellowship

Ecrasés sous la pyramide: les objecteurs de conscience



MOBILISER les femmes



Les femmes, ça sert à rien...

“It seemed almost as if the old anti-feminist argument was true, and that in a time of national crisis women were superfluous and irrelevant, passive creatures to be fought for, whose only personal function was to sit at home and weep”

Ray Strachey, *The Cause* (1928)



Ah si, en fait, ça peut aider! A la maison...

"The British fighting line shifts and extends and now you are in it. The struggle is not only on land and sea; it is in your larder, your kitchen and your dining room. Every meal you serve is now literally a battle"

- *Win the War Cookery Book*

"To-day I started the only work it seems possible as yet for women to do – the making of garments for the soldiers"

- Vera Brittain, diary entry, 6 August 1914



... dans le recrutement des
soldats...

THE HUN AND THE HOME

A BIT OF ENGLAND



OUR Homes are secure.
OUR Mothers & Wives safe.
OUR Children still play and
fear no harm.

A BIT OF BELGIUM



THEIR Homes are destroyed
THEIR Women are murdered & worse
THEIR Children are dead or slaves.

BACK UP THE MEN WHO HAVE SAVED YOU

WOMEN OF BRITAIN SAY— “GO!”



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...à l'usine...



Are YOU in this?

... et même au front!



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Are YOU in this?

IWM

... mais des soldates, ça jamais!

"Give [women] a chance of the trenches (...) [I] am ready to form a Women's Battalion, the moment it becomes necessary for women to fill that fighting breach. Women have done more for their country than handle a rifle, and thousands of us are ready to do that too" - Mrs Alec Tweedie



Flora Sandes, 1876-1956

Car les femmes doivent rester... des femmes!

"the overthrow of the British Empire against which our men are so gallantly fighting... will be achieved in a few years by the selfishness and cowardice of our women" - Alex Thompson

"warning to women doing men's work (...) after all is said and done, woman's main function in life is to perpetuate the human species" - Dr. J. Dulberg

I've never been wounded, but I've had an awful W.A.A.C. on the knee!



Conclusion:

Corps humiliés et culture de guerre

Utiliser
l'idéologie de
genre de la
culture de
guerre contre
elle-même: un
pari difficile



Merci!

[marc.calvini-lefebvre@univ-
amu.fr](mailto:marc.calvini-lefebvre@univ-amu.fr)