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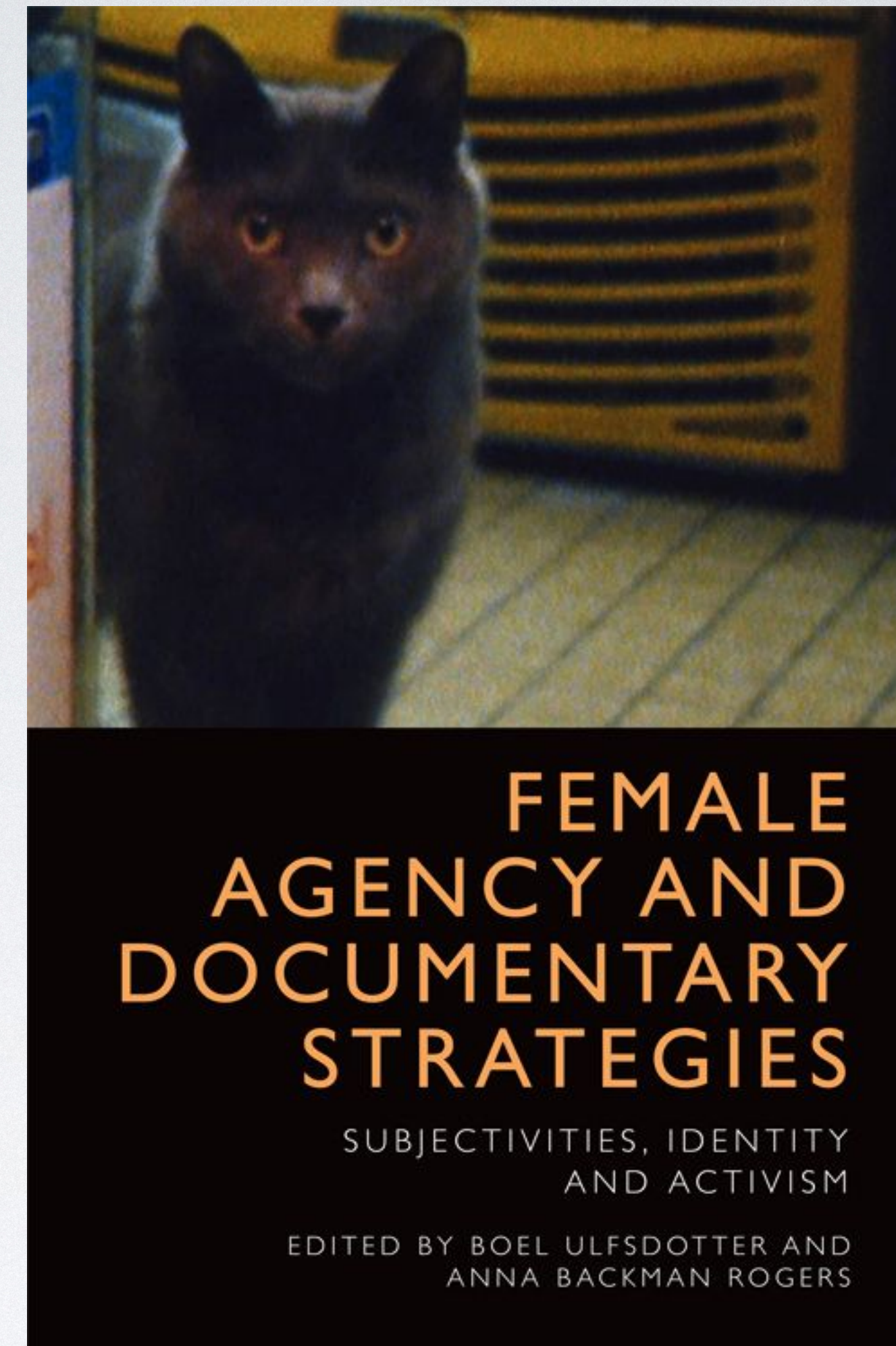
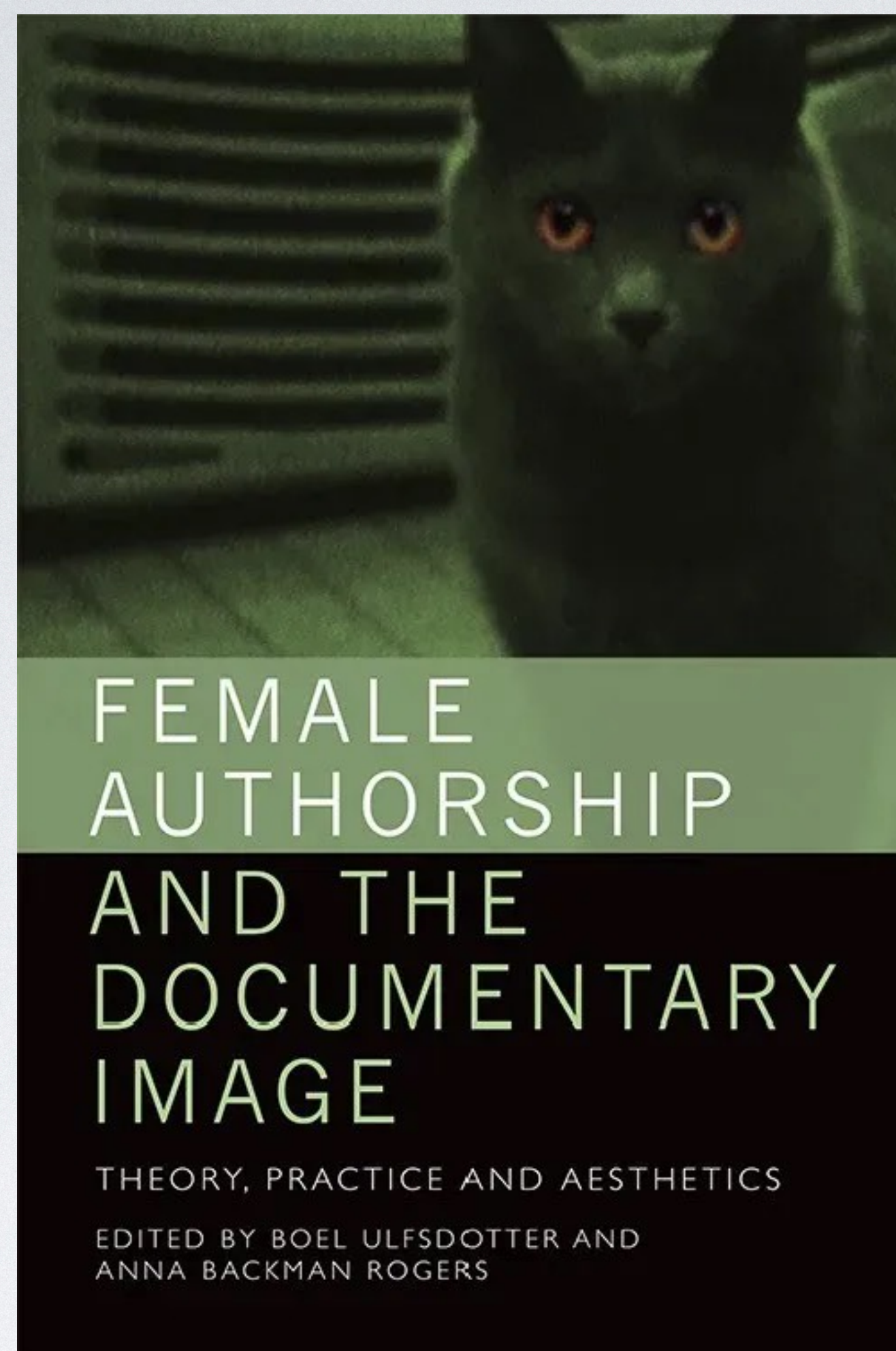
MAI: FEMINISM & VISUAL CULTURE

A non-hierarchical journal open to multivalent feminist
expression, research & critique of visual culture

We smash patriarchy.

(GUERRILLA) PUBLISHING ON FEMINISM TODAY

Dr Anna Misiak, Falmouth University (UK)
Associate Professor in Film & Visual Culture
Founding Co-Editor and Editor-in-Chief of MAI: Feminism & Visual Culture



THE BACK STORY

2016 MECCSA Call for Papers



THE BACK STORY

Visible Evidence Conference, August 2017
Buenos Aires

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THE BEGINNINGS OF MAI PROJECT

2018



MAI TEAM

Anna Backman Rogers (Gothenburg University, MAI Commissioning Editor)

Houman Sadri (University of South Eastern Norway, MAI Managing Editor)

Anna Misiak (Editor-in-Chief),

Valeria Villegas Lindvall (MAI Book Review Editor)

Supported by University of Gothenburg

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CONTRIBUTING EDITORS

Peer reviewers, advisors, promoters & editors



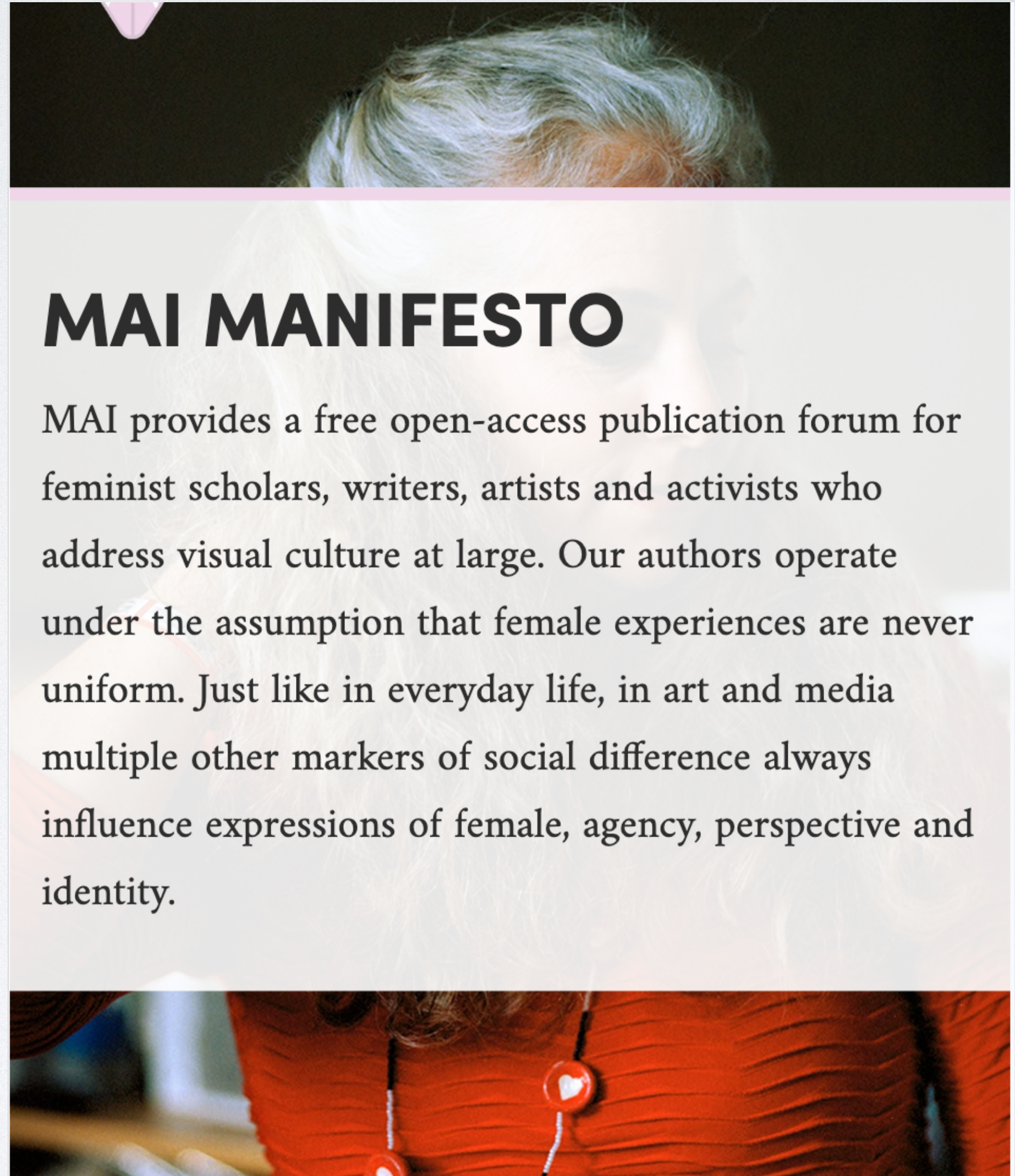
THE NAME

Mai Zetterling (1925-1994)

‘the future can be better & it starts with us learning to listen’,

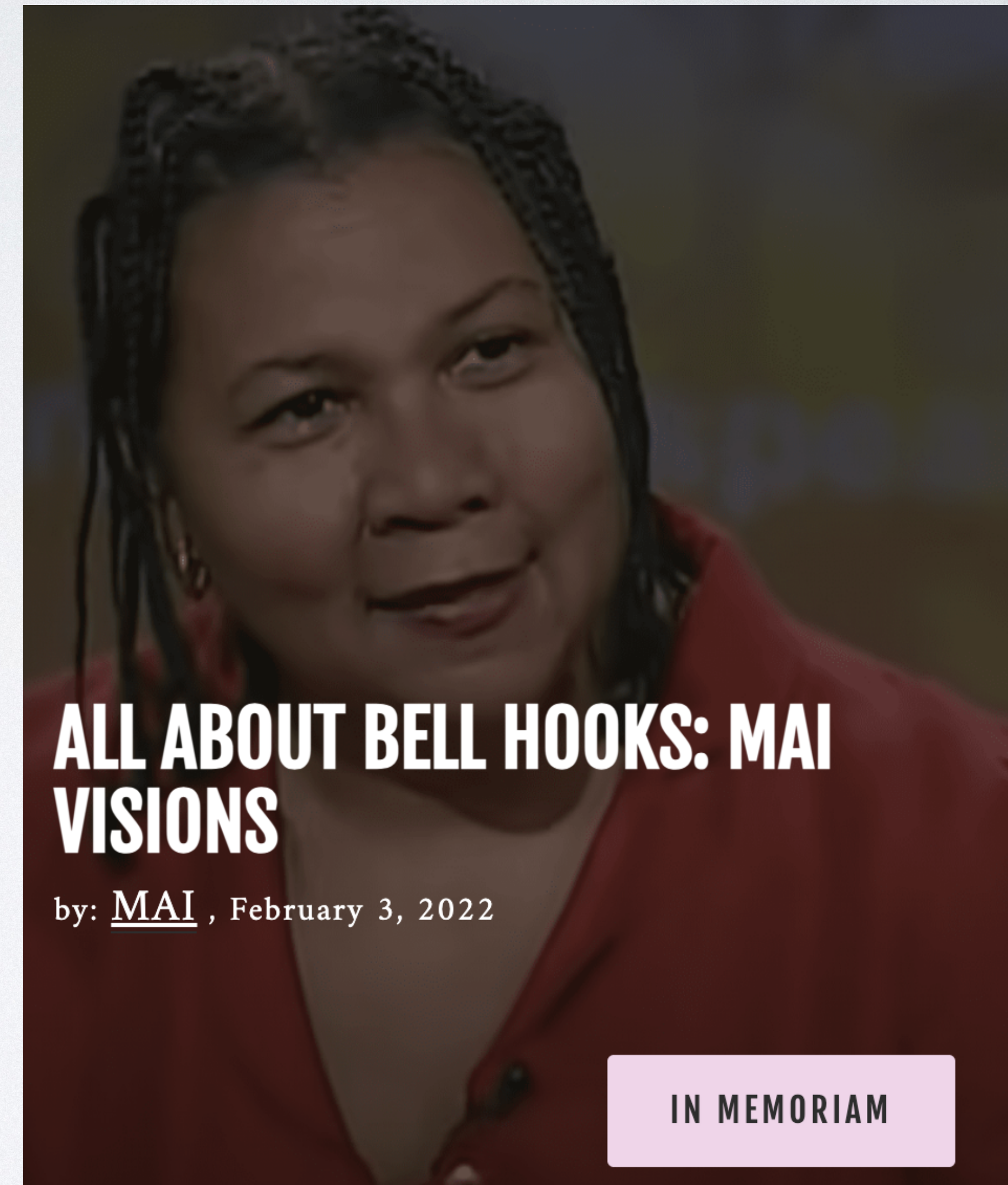
OUR TAKE ON FEMINISM TODAY (I)

- Criticism of patriarchy in academia, arts & media
- Radical opposition to 'the backlash culture'
- Against oppression, dismissal or lack of recognition (visible and concealed)
- Intersectional
- Promoting equality/inclusion of all genders
- Based on collective and individual experiences
- Non-hierarchical



OUR TAKE ON FEMINISM TODAY (2)

- Sisterhood (the ethics of care & support)
- Solidarity (away from internal feminist conflicts)
- Courage from the margins
- For sensitive education & creative expression
- 'Strategic essentialism'
- Service/listening/enabling to empower
- Global & diverse approaches (decolonising feminism)
- Open to suggestions & new subjects



An aerial photograph showing a large crowd of people gathered on a sandy beach. To the left, there is a parking lot filled with cars. The ocean is visible on the right side of the image. The text is overlaid on the center of the image.

THE LESSONS WE HAVE LEARNT: HOW SEXISM IN AMERICAN POLITICS SPARKED OFF THE NEW FEMINIST RENAISSANCE

by: Anna Misiak , May 1, 2018

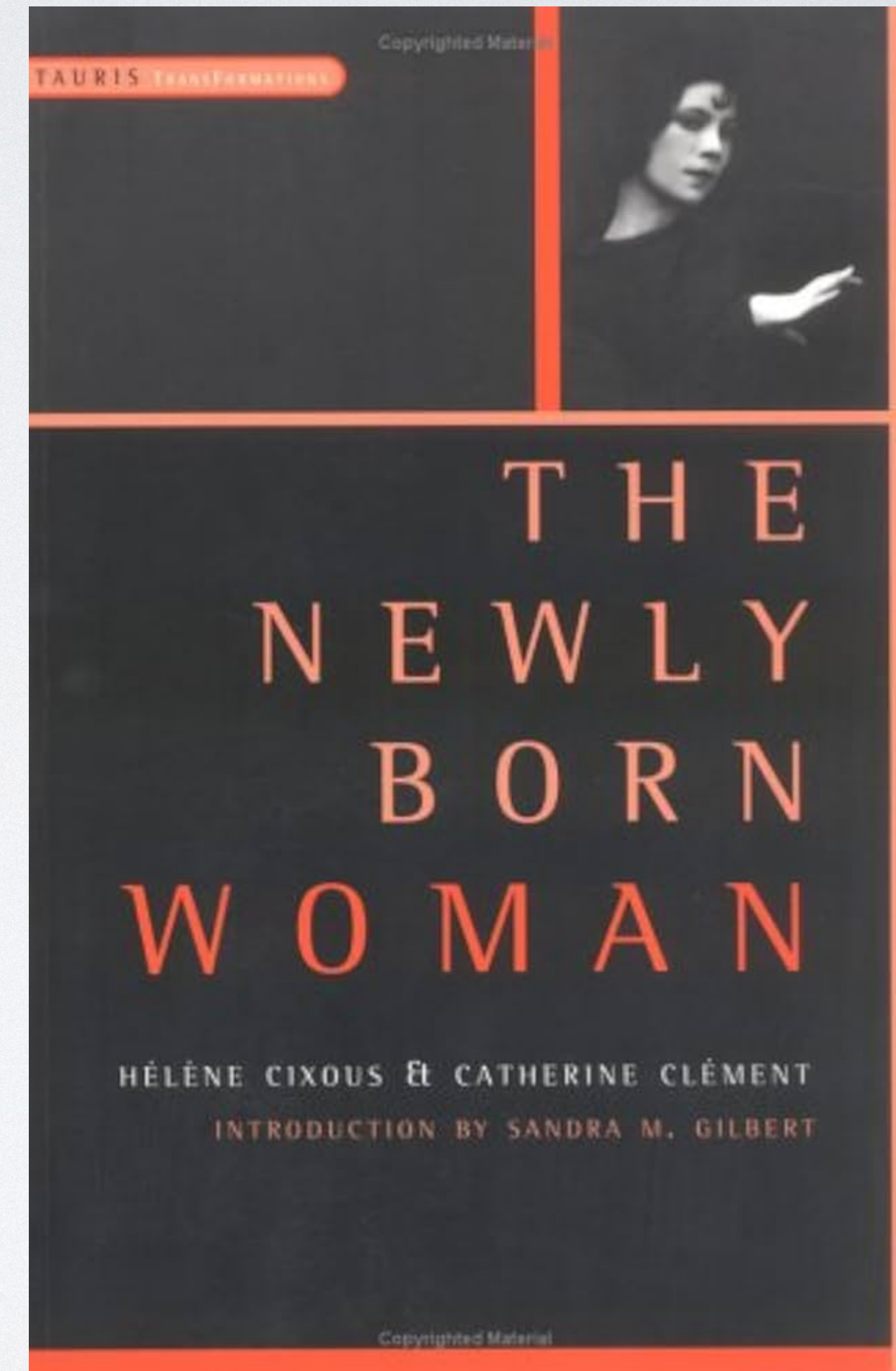
CRITICAL REFLECTION

FROM THE DIAGNOSIS OF THE ZEITGEIST...

to 13 issues later

WHAT WE PUBLISH AND WHY?

- An interdisciplinary academic/creative journal
- Traditional scholarly formats
- Including critical reflection outside of the logic of the patriarchal master narrative
- Practice-based, innovative creative academic outputs related to visual culture through the lens of gender/feminism
- Peer reviewed, edited & verified
- Accessible (away from the academic jargon)
- Opening up academia to the larger public



WHAT WE PUBLISH

- Subject areas from across visual culture (arts & media)
- Now and then
- Formats:(not exclusive):
 - Critical reflection
 - Interview/Conversation
 - Video essays
 - Film
 - Creative practice/Creative response
 - Creative writing
 - Book reviews
 - In memoriam
 - Reports



MAI: FEMINISM & VISUAL CULTURE

We publish new feminist research & creative work that comments on the most broadly understood global visual culture. We believe that any critique of women in art & media always cuts across traditional academic disciplines. Yet, for our reader's convenience, we sometimes group our authors' publications under section headings. Here you'll find out more about our main subject areas.

MAI AUTHORS' SCREEN RESEARCH METHODOLOGIES

- Production studies
- Distribution Studies
- Contextual Analyses
- Audience Research
- Archive Research
- Textual Analysis
- Reflections on teaching and making
- Philosophical approaches to screen texts
- Responses to the screen cultures
- Personalised narratives related to screen culture texts
- etc.



WHAT WE DO

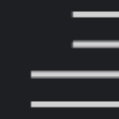
We're proud that our authors invest their talent and energy in exposing hegemonic, patriarchal practices in visual culture, as well as in commending women's diverse resistance. We hope that our bi-annual publication of original scholarship, artwork and creative writing will stimulate non-hierarchical, transnational and multivalent feminist debates on both art and media.



Welcome to MAI 12: Reframing Varda

Dearest MAI Readers,

This is the third time this year that we have had the pleasure of offering you a brand-new set of feminist readings. Given the contents of our previous issues, which featured a range of novel and creatively diverse discourses and methods for



REFRAMING VA
INTRODUCTION

EXAMPLE: SCREEN CULTURE
CRITICAL REFLECTION (FOCUS ISSUE)
Reframing Varda



Welcome to MAI Issue 7: Female Detectives on TV



LOST GIRL: POPULAR
FEMINISM AND FABLES

by Andrea Braithwaite

EXAMPLE: SCREEN CULTURE
CRITICAL REFLECTION (FOCUS ISSUE)
Female Detectives on TV



Welcome to MAI 13: Doing Women's Global Horror Film History

Dearest MAI Readers,

We have to admit: we are very proud of this issue. Being the publishing platform for the final output of an AHRC-funded research project would boost any academic publisher's confidence in their reputation. And that is a massive part of



EXAMPLE: SCREEN CULTURE
VIDEO ESSAYS (FOCUS ISSUE)
Doing Women's Global Horror Film History

A young boy with light brown hair, wearing a dark suit and a red tie, is looking over his shoulder towards the camera. The background is dark and out of focus, showing some architectural details.

ON BEING A FILMMAKER MOTHER: 'HOME MOVIE/PROPER FILM'

by: Joanna Callaghan , October 5, 2023

FILM

EXAMPLE: SCREEN CULTURE
FILM

Issue 11



PETITE MAMAN (2021) AS A CONTEMPORARY MANIFESTO FOR A TRANSCENDENT UNION

by: Dan McKay , October 5, 2023

CRITICAL REFLECTION

EXAMPLE: MISCELLANEOUS SCREEN CULTURE ADDITIONS
TO FOCUS ISSUES ON OTHER SUBJECTS

Critical reflection, Issue 11



WHY MUMS DON'T JUMP (2023): ANIMATION AS A FEMINIST TOOL

by: [Rosa Mulraney](#) , February 6, 2024

CRITICAL REFLECTION

EXAMPLE: MISCELLANEOUS SCREEN CULTURE ADDITIONS
TO FOCUS ISSUES ON OTHER SUBJECTS

Practice-based critical reflection, Issue 13



'A CINEMATIC WITCH': AN INTERVIEW WITH NINA MENKES

by: May Santiago , October 5, 2023

INTERVIEW

EXAMPLE: SCREEN CULTURE
AN INTERVIEW

Issue 11



MAYA MEANS ILLUSION: A GRIMOIRE OF THREE FILMS BY MAYA DEREN

by: Elinor Cleghorn , May 14, 2019

CREATIVE RESPONSE

© Screenshot from Ritual in Transfigured Time (1945/46) dir. Maya Deren

EXAMPLE: SCREEN CULTURE
CREATIVE RESPONSE

Poetry inspired by Maya Deren, Issue 3

HOW WE PUBLISH

- Bi annual thematised focus Issues + individual Submissions
- Regular calls for proposals + commissions
- Guest editors
- All work is peer reviewed and edited once accepted
- Working with authors on improvements & revisions
- Constructive feedback
- Working with authors on edits and proofs (authorisation)
- All materials must be copyrighted
- Online publication (no print)

WHAT IS MAI

MAI offers its readers intersectional feminist criticism of global visual culture. We publish creative and academic research on women in art and media. We are a collective of scholars, artists, writers, activists and thinkers who challenge patriarchy while celebrating women's creativity and achievements.



INTERNATIONAL ACADEMIC RECOGNITION

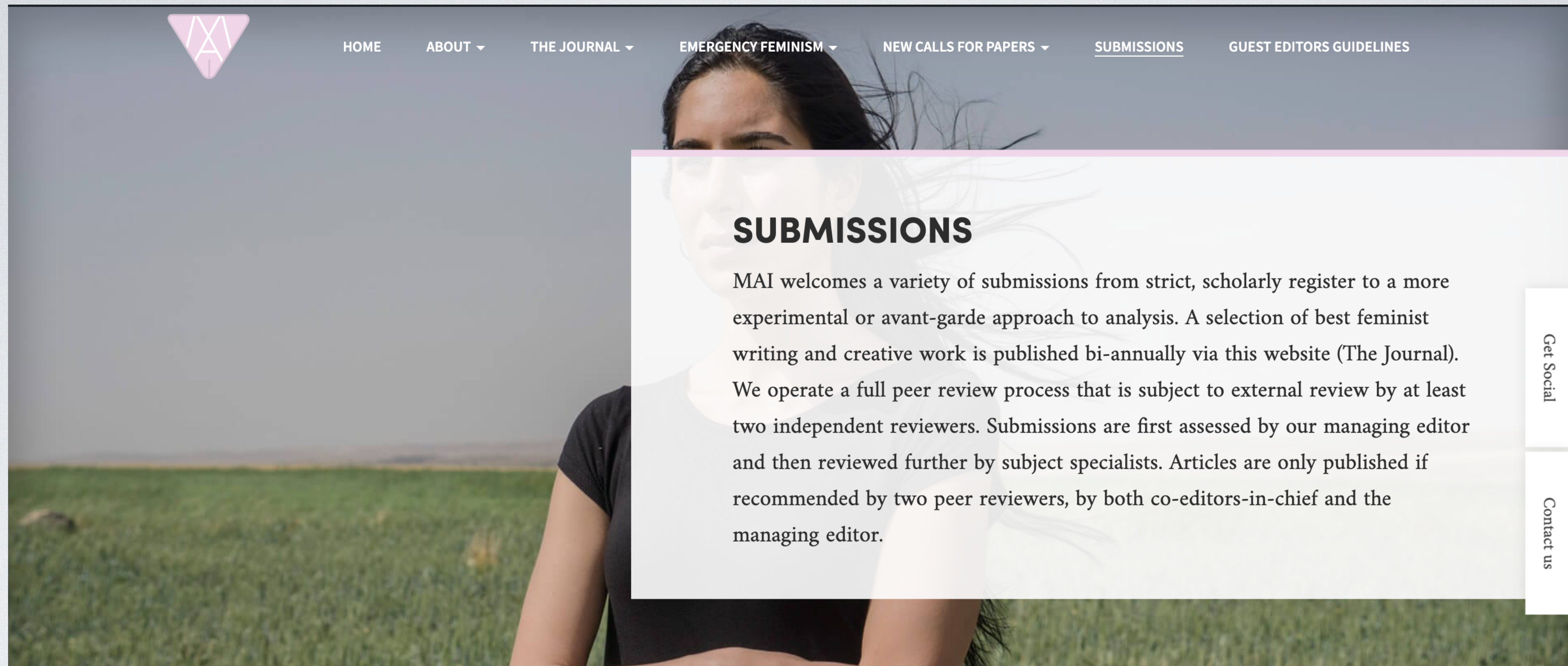
- Over 400 authors
- MAI Press with Punctum Books
- Widely cited in academia and beyond
- Guest editors from leading universities
(Goldsmiths, King's College, Kingston University,
Cambridge University, Edinburgh University, South
Wales University in Australia, and many others)
- Around 2 million site visits
- Listed on the Norwegian Register of Scientific
Journals



Our Authors & Editors

Find out who writes and creates for MAI. If you wish to join this esteemed group of our contributors, please refer to [Submissions](#).

A B C D E F G H I J K L M N O
P Q R S T U V W X Z all



HOW TO PUBLISH WITH MAI?

Please follow the style guide...



GUEST EDITORS GUIDELINES

by: [MAI](#) , October 9, 2020

EDITORS' GUIDELINES

WANT TO GUEST EDIT AN ISSUE?

Please get in touch with your CFP proposal

forthcoming



**Corporeal Aesth/ethics: The
Body in Bracha L. Ettinger's
Theory and Art**

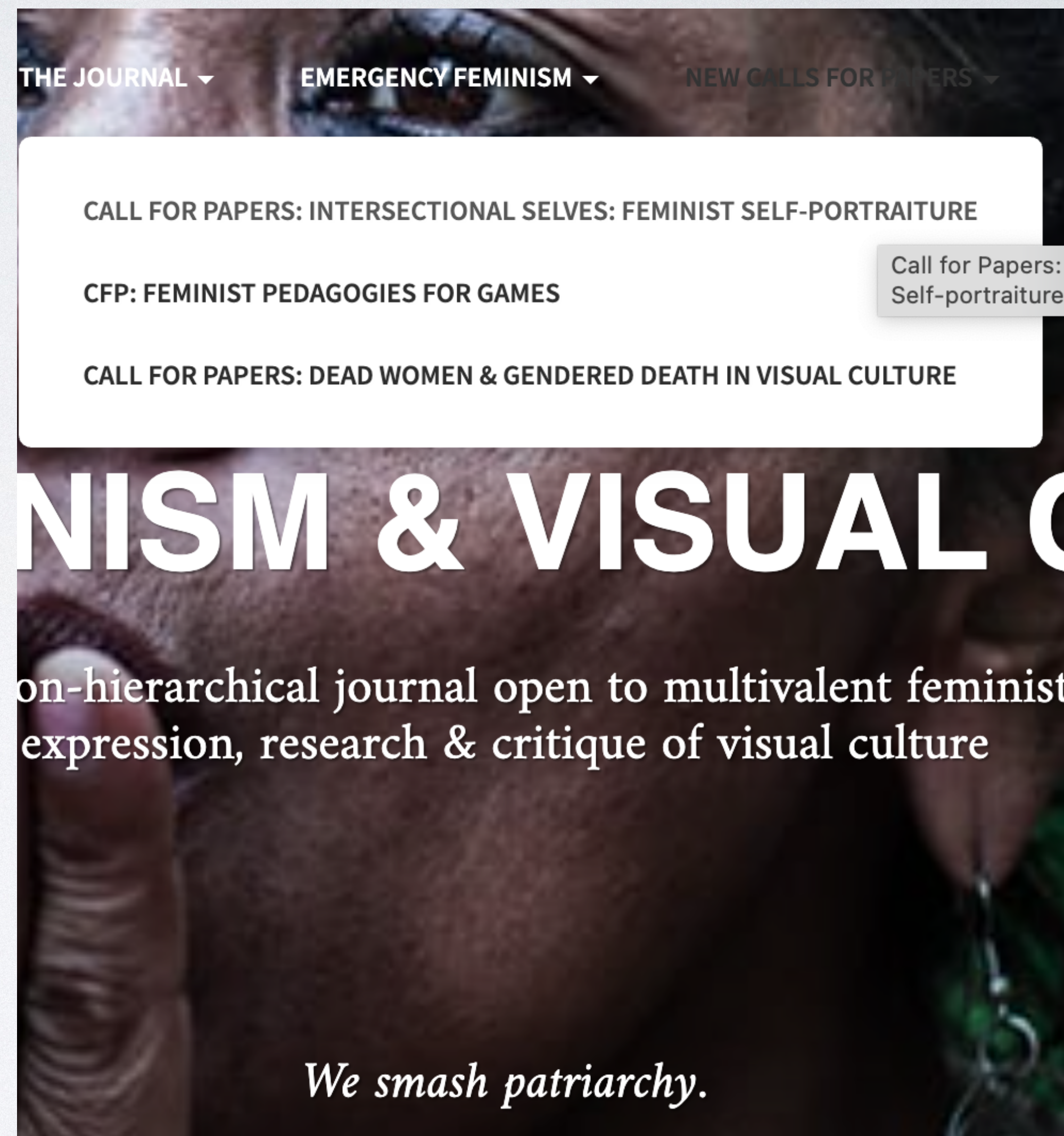
by Anna Kisiel
FORTHCOMING Fall 2024

IF YOU HAVE A FEMINIST VISUAL CULTURE BOOK
PROPOSAL....

Please get in touch with Anna Backman Rogers:
anna.backman.rogers@gu.se

UPCOMING FOCUS ISSUES (THE PLAN):

- Feminist Pedagogy in Games (Autumn 2024)
- Gendered Death in Visual Culture (Winter 2025)
- Surrealism (Spring 2025)
- Feminist Self-Portraiture (Summer 2025)
- **Calling for Focus Issue Proposals for 2026**



CONTACT US

- All correspondence and submissions to MAI should be sent to contact@maifeminism.com
- Addressed to Housman Sadri (MAI Managing Editor)
- You can also send questions to me: anna.misiak@falmouth.ac.uk



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QUESTIONS OR COMMENTS?