

# Cultural Appeal: The Hard Attribute of a Soft Trans-Ideology

*Viorella Manolache, Henrieta Anisoara Serban*

## Abstract

The study investigates feminism, still based both on the arguments of socialism and liberalism, but also maintained as an *alternative-cultural* realm. This working hypothesis is tested from a philosophical perspective, in relation to several authors and theoretical frames, situating specificity and the threat of marginalisation in the light of modernism, postmodernism and trans-modernism.

If, ideologically, the terrain of feminisms seems mined by the theory of the control of the intervention spaces, recognising only the victory of passing from episodic to structural importance, *the cultural place of the feminisms* remains a strongly individualised manifestation. Only in solidarity and within a cultural space, feminism can move away from the margin and create a *centre effect*, freed from any tutelary forum, as a “*natural*” form.

Beyond this exhausting anchoring in *sex appeal*, *cultural appeal* (as a practical-cultural reconsideration of the concept of "representation") assumes precisely the status of reply, or counter reply hoping to impress by cultural charisma, renouncing the position of perfect objectivity, freeing feminism of the ideological clichés and schemes, and installing the primacy of the "surrounding post-feminisms" as necessary context.

Feminism has a better prospect as cultural dimension than ideological, aiming to transform society deeper.