

ABSTRACT

MARKETING WOMEN'S WRITING IN EIGHTEENTH-CENTURY ENGLAND: THE CONSIDERATION OF AUDIENCE IN THE WORKS OF MARY ASTELL, LADY MARY WORTLEY MONTAGU, AND FRANCES BURNEY

This study examines the rhetorical tools utilized by three female writers from eighteenth-century England to appeal to their target audience. This work examines the ability of Mary Astell, Lady Mary Wortley Montagu, and Frances Burney to assess the literary environment in which their writing would be received and adjust their rhetorical approach accordingly. In addition, this thesis attempts to examine certain social behavior and social expectations associated with women's education, foreign policy, and gendered roles. *A Serious Proposal to the Ladies* illustrates Astell's talented ability to organize a persuasive argument. *The Turkish Embassy Letters* illustrate Lady Mary's ability to enter a public discussion using the familiar letter. *Evelina* illustrates Burney's use of romance and satire to appeal to a male and female market. These women writers addressed social behavior worthy of examination, yet it was their rhetorical approach to reach a specific audience that this thesis attempts to dissect.

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