

Cape Verde's Empresarias: Image and Reality

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Abstract

The West African Republic of Cape Verde was under socialist governance from the time of independence in 1975 until its first multi-party government initiated privatization in 1991. The study examines, as of the mid-90s, the emergent entrepreneurial lives of a small group of young women, their views about their work, and their rejection of traditional women's roles. This lively group has transformed their public image, used it as an organizing principle for action and modified that of the nation. In their revolt against cultural orthodoxy and assumption of new roles this group's self- and public images have become transformational. What is an image? What does it do? Where lies the truth and power of images?

Key Words: *Cape Verde, image, empresarias*