**A Bottle-Blonde in Hollywood? Mizrahi-Feminist Reading of Nurit Zarchi's *Malki Monroe Morduch***

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Within the landscape of Israeli children literature analysis, issues of race and ethnicity are mostly negated from scholarly discourse. Specifically, with regard to Mizrahi Jews (Jews immigrating from Arab and Muslim countries), societal taboo regarding the discrimination this group suffers from (unlike other forms of social othering, such as discrimination against women, Palestinians, etc.) has seeped into the children's literature academic sphere, which remained silent on this crucial social rift. This article establishes a new tradition of critical Mizrahi (and feminist-Mizrahi) reading of Israeli children's literature, and demonstrate the potential Mizrahi perspectives offer to children's literature analysis.

After examining the evolution of racialization practices in Israeli children's literature: from explicit stereotypical racist iconography and text, to one that is implicit and implied, this article focusses on one case study, a recent feminist canonical Israeli children's book. *Malki Monroe Morduch* narrates the story of a Mizrahi girl who dreams of becoming a Hollywood star. Utilizing an intersectional Mizrahi-feminist analysis, this article demonstrates how sexist and racist stereotypes determine this protagonist's fate, limiting her dreams to leave the private sphere solely in the fantastic realm, while also constructing her as dumb, lazy, and superficial. A bottle-blonde. Her construction deepens the East/West orientalist binary, by marking clear ethnic boundaries that present Mizrahi Jews as a distinct and inferior category.

Lack of congruence between the text and the illustrations further illuminates the implicit nature of contemporary racism against Mizrahi Jews, one which bolsters the denial apparatus regarding this exact racism.

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