

INTRODUCTION

- Some thoughts on Postfeminism and after postfeminism.

POSTFEMINISM

- Early 1980s in news and popular media
- Indicated liberation from outdated feminist movement
- Suggesting equality had been achieved
- Generational division between second wave and younger feminists
- Refers also to theoretical framework for thinking through feminist ideas.
- Second wave feminism (60s), split by 70s
- Differences between grassroots feminist activists and feminists removed from everyday struggles

THIRD WAVE/FOURTH WAVE

- 1990s – third wave feminism – Wolf, The Beauty Myth
- Fourth wave – conflicting assessments re feminist movement
- Incorporates online resources – social media – in pursuit of justice, plus size fashion, transgender support, workplace acceptance, blogs, twitter campaigns etc.
- Cochrane – fourth wave - movement connected through technology
- (All the Rebel Women: The rise of the fourth wave of feminism (Guardian Shorts, 2013)

POSTFEMINISM/POSTSTRUCTURALISM

- McRobbie – been misled by popular culture
- Increasingly sexualised in ways that echo sexist stereotypes cloaked in irony
- Postfeminism – complex relationship to second wave feminism
- Describes complex challenges to conceptions of power, identity and self
- Key thinkers – Foucault, Deluze, Derrida, Butler, Kristeva, Spivak.

MEDIA AND POSTFEMINISM

- 21st century – feminist theory and practice – marked by confusion and contradiction
- Lack of shared understanding
- No broad consensus

BEYOND FEMINIST/POSTFEMINIST

- Moving away from binaries that position issues in terms of either/or
- Popular media representations of women and pleasures we take from them,
- Cannot be boxed as authentically feminist or postfeminist
- Power and knowledge are not separable
- All speaking positions have their own authority –
- And we should pay attention to cultural, spatial, temporal locations of texts that we study.

REFERENCES

- Evans, M. and Williams, C.H. (2013) *Gender. The Key Concepts*. London, Routledge.
- White, M. (2015) *Producing Women. The Internet, traditional Femininity and Creativity*. London, Routledge.