

Post postfeminism

1. **Postfeminism** originated in the early 1980s in the news and other popular media
2. Media commentators used the term to indicate liberation from outdated feminist movement

Three points about the term postfeminism

1. **One**: It refers to a generational division between **second wave** and **younger feminists**
2. **Two**: It can also refer to a **backlash against feminism** based on the idea that feminist **goals** have been **achieved** and are **no longer relevant** to young women
3. **Three**: Thirdly, it refers to a theoretical framework for thinking through feminist ideas
4. This is closely aligned to philosophical shifts

Feminism

1. So **feminism** itself has always been a site of **rifts and debates**
2. In relation to the movements relationships to sexuality, class, race and colonialism as well as to **theories** and to **activism**
3. **Second wave** feminism in the 60s had **split** by the **early 70s**
4. The movement began to make inroads to **public law, policy**
5. And differences emerged between **grassroots feminist activists** and **feminists removed** from **everyday struggles**
6. Because of their privileged positions in **universities, government** or **corporate sectors**

Third wave

1. In the 1990s a group of feminist authors espoused the **third wave feminism**
2. The term was used in a generational sense – Wolf – *The Beauty Myth* associated with this

Fourth Wave Feminism

1. Refers to conflicting assessments of developments in the **feminist movement**
2. Incorporates **online resources, social media**, pursuit of justice, plus size fashion, transgender support, workplace acceptance, blogs, twitter campaigns, politics etc.
3. Cochrane, K. – **All the Rebel Women: The Rise of the fourth Wave of Feminism – movement connected through technology**
4. Often associated with online feminism – Facebook, Twitter, Instagram, etc. and other **social media to discuss, activate gender equality** and **social justice**.

Postfeminism and poststructuralism

1. McRobbie argues that young women have been **misled** and corrupted by **popular culture**

2. Modleski argues that media texts associated with postfeminism range from **popular books** on feminism to **news articles**
3. Contemporary popular culture is **increasingly sexualised** in ways that **echo sexist stereotyping cloaked in irony**
4. Others suggest that **postfeminism** implies **complex relationship** to **second-wave feminism**

Poststructuralist theory

1. This has influenced **postcolonial theory** and *postmodernist theories* and describes a **complex set of challenges** to the way **liberal humanists** conceive of **power, identity** and the **self**
2. Key thinkers include **Foucault, Deluze and Derrida** as well as **Butler, Kristeva and Spivak**.

Media studies and postfeminism

1. In the 21st century **feminist theory** and practice has been marked by **confusion** and **contradiction**.
2. There is a **lack of shared understanding** of postfeminism issues
3. **Postfeminism** is broad and **doesn't have consensus** about what it means
4. Television and film have **depicted female characters** as **assertive, career focused, sexually active**, and **physical equals** of **male protagonists as well as the opposite**
5. **Post postfeminism (after postfeminism)**.

Beyond the feminist and postfeminist binary

1. Albruy (2002) advocates **moving away from binaries** that position issues and politics in terms of either/or
2. Popular culture, like life, is a site of **ambivalent pleasure** for women – regardless of things like sexuality, race, class etc.
3. **Postfeminism** has been criticised as making **false claims** about **female autonomy**
4. And focuses on the **objectification** of the **female body** for the benefit of the **male gaze**
5. But some of these are **tongue in check** as well
6. Feminist perspectives are **fundamental** to **dialogue** about **gender, representation** and **sexuality**
7. Popular media representations of women and the pleasures women may or may not take in them **cannot be boxed** as **authentically feminist** or **postfeminist**

Less lip more listening

1. **Feminists** have borrowed from **Foucault** – this means recognising that **power and knowledge** are not separable
2. There is **no way** of **speaking the truth**
3. All **speaking positions** have their **own authority**
4. We should be suspicious of universalising claims to know when it comes to politics, theory, or our objects of study
5. Paying attention to cultural, spatial and temporal locations of the texts we study
6. Thus post postfeminist ideas.