



A2 Media Studies Feminism

Task: Write down the first thing that comes into your mind when you hear the word "Feminism".



Definitions

- Female - Biological
- Feminine - Cultural
- Feminist – Political

[Toril Moi \(1989\)](#)

Feminism is a range of political movements, ideologies, and social movements that share a common goal: to define, establish, and achieve political, economic, personal, and social equality between men and women.

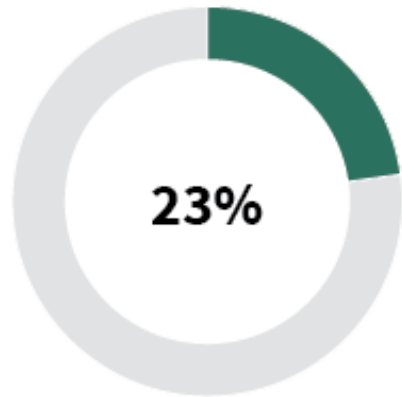


Why is this still an
issue?

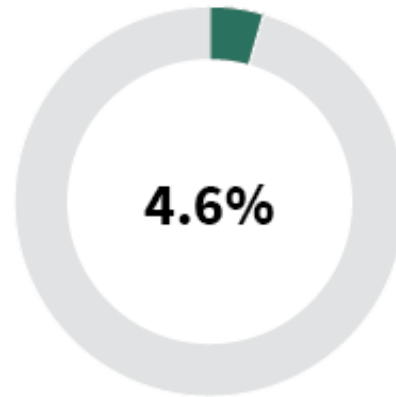
- The continued existence of a Gender Pay Gap -“Glass Ceiling”/#Timesup
- Physical, Emotional and Sexual Violence towards women is still an issue affecting many women and girls today- #MeToo
- [Globalisation has brought into sharp focus that women throughout the world are not afforded the same basic human rights -](#)
[#bringbackourgirls](#)

There Are Fewer Women CEOs Than You Think

Executives hugely overestimated the number of women running large companies.



The average respondent's estimate of how many large companies around the world have female CEOs.



The actual percentage of companies in the S&P 500 and the Fortune 500 that are run by women.

Source: Online survey of more than 1,700 executives -- managers through the C-suite, but excluding CEOs -- conducted by Weber Shandwick, in partnership with KRC Research. Respondents worked in companies with revenues of \$500 million or more and represented 19 countries across North America, Europe, Asia Pacific (APAC) and Latin America (LatAm).

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Three Waves

- 1st Wave:
Fight For Suffrage
- 2nd Wave:
Women's Liberation
Movement
- 3rd Wave:
Micro Politics/ Global
Perspectives



Liberal Feminist

Radical Feminist

Socialist Feminist

Cultural Feminism

Eco Feminism

Post Feminist

Trans Feminism

Types

TASK – find suitable definitions for the above. Ext. Give an example of a notable thinker

Notable Feminists

- Mary Wollstonecraft [*A Vindication of the Rights of Woman*](#) (1792)
- Emmeline Pankhurst *Suffragette Movement* (1900-)
- Simone De Beauvoir [*The Second Sex*](#) (1949)
- Betty Friedan *The Feminine Mystique* (1964)
- Germaine Greer [*The Female Eunuch*](#) (1970)
- Kate Millett *Sexual Politics* (1970)
- Julia Kristeva *Revolution in Poetic Language* (1974)
- **Bell Hooks [*Ain't I a Woman?: Black Women and Feminism*](#) (1981)**
- Camille Paglia [*Sexual Personae*](#) (1990)
- Naomi Woolf *The Beauty Myth* (1990)
- **Lisbet Van Zoonen *Feminist Media Studies* (1994)**

TASK – you will be assigned a key thinker and your task is construct a single slide of information summarizing their key ideas/political position around feminism to present to the rest of the group.

Differing Viewpoints

Liberal Feminism:

- Men and Women should be equal and therefore should be viewed and treated in the same way.
- Liberal Feminists seek equal rights with men and believe individuals should be treated in accordance with their talents and effort etc as opposed to characteristics of their sex.
- They campaign to remove any obstacle, be it political, social, legal or economical, that gets in the way of women having the same opportunities as their male counterparts.
- Thanks to this approach certain discriminatory practices have been uncovered and legislation has been put in place successfully (the Sex Discrimination Act 1975).

Radical Feminism:

- Men and Women are essentially different and these differences should be maintained and respected.
- Radical feminists believe that the main rival of women is patriarchy, which guarantees male supremacy and the subordination of women at work and in the home. In their view, men inflict physical and sexual violence over women and commandeer the majority of material rewards.
- For Radical Feminists, sexual inequality is institutionalised. They believe men are able to justify their actions by persuading people that it is natural that men should be the dominant sex.
- Radical Feminism advocates lesbian relationships to enable women to free themselves from men, arguing that new technology eliminates dependency on men as a means of conceiving.

Post-Feminsm

- *This* describes a range of viewpoints reacting to feminism.
- While not being "anti-feminist", post-feminists believe that women have achieved second wave goals while being critical of third wave feminist goals. The term was first used in the 1980s to describe a backlash against [second-wave feminism](#).
- It is now a label for a wide range of theories that take critical approaches to previous feminist discourses and includes challenges to the second wave's ideas.
- Other post-feminists say that feminism is no longer relevant to today's society.