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POST-FEMINISM Post-Feminism In the 1990s, feminism sought to address gender equality in regard to the historical male chauvinism against females. Women have been viewed subjectively as victims of male domination that was supported by the feminist societal expectation of women. The media has played a dual purpose in feminism on one side portraying women as the subjects of feminisms, regardless of the changing trends in gender roles while on the other hand compromising the core values of feminism (Ringrose and Walkerdine, 2008). The changing trends in the society due to the popularized feminism in the media, law, education, medicine and other professionalisms, has given birth to a new modern woman. This woman understands their human rights and who acts under their liberties. These changing face of the woman has had its share of benefits and also consequences.   
The new modern woman depicts a sustained repudiation as the cultural frameworks, and societal expectation diminishes with time. The modern woman is an antifeminist by choice and makes the conscious decision for personal growth and achievement. The modern woman also possesses autonomous characteristic and is free to dream and is confident enough to achieve these goals amidst many dilemmas that they face in changing face of the economy and politics.   
The media has influenced the transformative process of the feminine. It defines their sexual conducts, and this has resulted in a diminishing value of feminism. The women develop an abject view of feminism, and they readily avoid situations that depict the traditional male who is possessive and authoritative over the woman. Advertisements on billboards and televisions display women in two opposing views (McRobbie 2004). One view that is hidden is the drive for feminism from the men’s perspective depicted by the women’s willingness to show objectively. The flipside is the feeling of freedom experienced by women. It is clear that there is a gloss acceptance by the women who dismiss feminism through the new meaning of sexuality (McRobbie 2004). Females consent to participate in feminism without interference from politics.   
The government or modern politics have brought coined new approach to feminism politics through providing equal opportunities to the very successful women in the society. The opportunities in politics and other previously masculine professions have been viewed as a push for individualization. The new role of the government is to promote self-reliance and autonomy by providing the system infrastructure and the information access to the people.   
Women have benefited from these systems such as education through the benefits that come with the systems. They have adopted to self-improvement individualistic practices, free from the traditional feminism limitation (McRobbie 2004). They become competitive and able to earn income and sustain themselves. They have themselves to blame for personal success or failure. The working class woman develops anxiety of finding a good husband and getting children. At the same time, they develop sexual confidence without re-embracing traditional feminism. The media sometimes presents the famous women abject feminists by conveying them to promiscuous sexual beings (Ringrose and Walkerdine 2008).   
The other development depicts failed parents, who do not take proper care of their children. The poor working class has been a target of the makeover shows in the media as most of the times they observe poor nutrition and becomes obese. They are in need of psychological assistance to learn parenting techniques, as well as healthy living (Ringrose and Walkerdine 2008). However, the middle class working woman has been portrayed as a superwoman who comfortably balances between parenting, expected masculine roles in her job, and maintaining a good sexual image and attractiveness.   
References   
McRobbie, A. (2004). Post feminism and popular culture. Feminist Media Studies, 4(3), pp. 255-264.   
Ringrose, J. and Walkerdine, V. (2008). Regulating the Abject. Feminist Media Studies, 8(3), pp. 227-246.