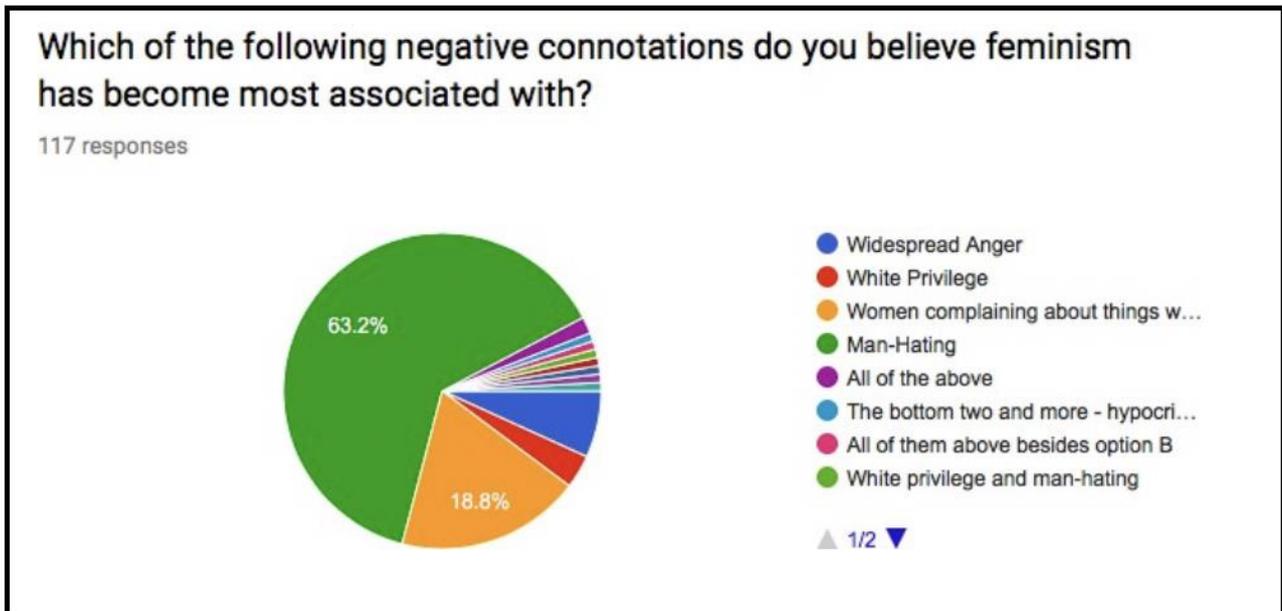


Chapter 2 Extract

Many sub groups within modern society have renamed themselves to enable a greater scope of individuals, specifically men, to associate with the feminist movement and promote change. These groups have attempted to confront the potent stereotype behind the title feminism, being that it is a movement that promotes “*silly crap like that women hate men,*” a stereotypical concept which is currently the second most google searched question about feminism.² This stereotype continues to be a salient idea within the Feminist Movement as supported by my questionnaire in which 81/120 individuals³ recognised “*man hating*”⁴ as the most significant connotation associated with the title feminism.



SOURCE 3 - QUESTIONNAIRE DATA - Q. “WHICH OF THE FOLLOWING NEGATIVE CONNOTATIONS DO YOU BELIEVE FEMINISM HAS BECOME MOST ASSOCIATED WITH?”

¹ Cox, Eva. Telephone Interview. (January 25th 2019)

² Amnesty International Australia. (2018). *The 7 most Googled questions about feminism*. [online] Available at: <http://www.amnesty.org.au/7-googled-questions-feminism/>

³ Questionnaire - 120 replies. (December 30th 2018)

⁴ Questionnaire - 120 replies. (December 30th 2018)

This concept is elucidated by author Cathy Caprino who during a keynote speech stated, “*society has garnered the idea that feminism is man hating, which is detrimental toward any progress in achieving equality.*”⁵ Furthermore, it can be seen to have been superimposed to a macro- international scale as highlighted through the prominent United Nations initiative campaign HEFORSHE.⁶ The campaign, which demonstrates exceedingly pro-feminist ideas, while correspondingly seeking to inspire the other “*half of humanity,*”⁷ has aimed to swing away from the man-hating stereotype the title holds. This was made axiomatic through my content analysis⁸ which identified that when ‘HEFORSHE’ is google searched, the word feminism is not transcribed on the entire first, second or third page of search results. Contrarily, the word equality was mentioned a total of seventeen times in the same number of search outcomes. Therefore, highlighting the integral nature of avoiding the ‘corrupted’ and “*exclusive*”⁹ title feminism to attain popular support, further emphasising the one word which seems to be an aspect of continuity within all feminist discourse: equality.

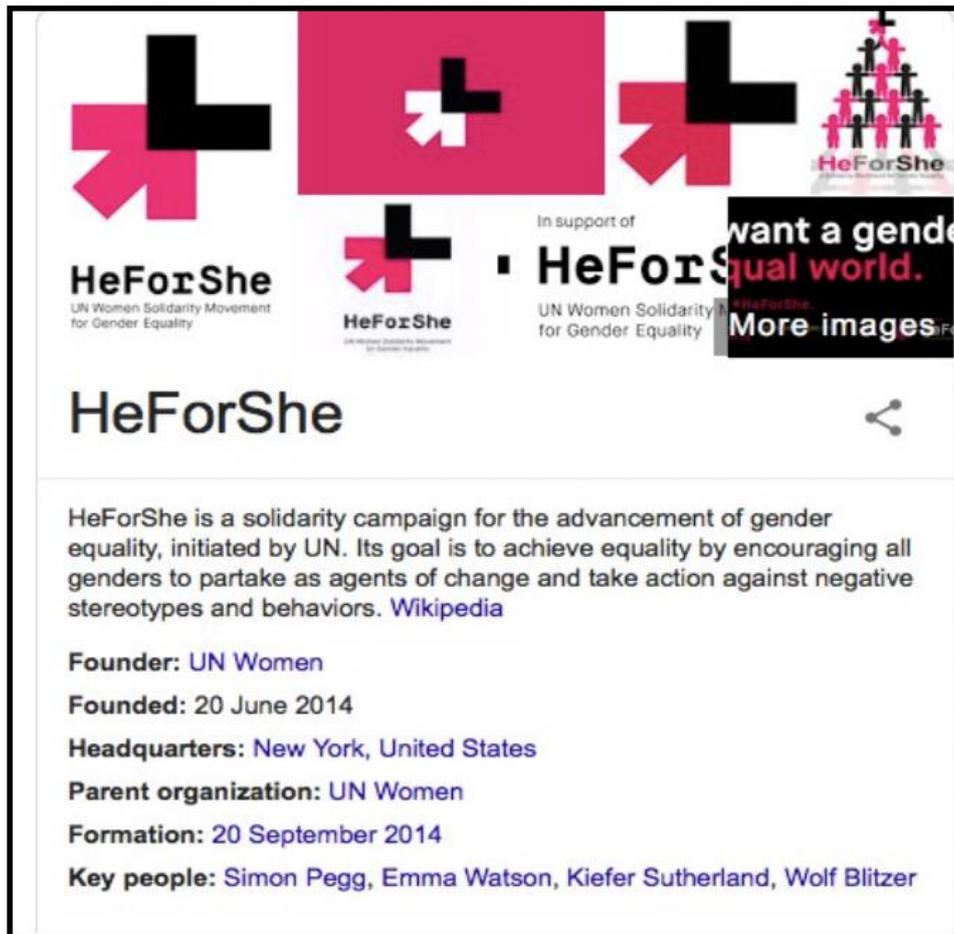
⁵ Caprino, K. (2017). *What Is Feminism, And Why Do So Many Women And Men Hate It?*. [online] Forbes. Available at: <https://www.forbes.com/sites/kathycaprino/2017/03/08/what-is-feminism-and-why-do-so-many-women-and-men-hate-it/#140a0cd87e8e> [Accessed 8 Nov. 2018].

⁶ Heforshe.org. (2019). *HeForShe | Global Solidarity Movement for Gender Equality*. [online] Available at: <https://www.heforshe.org/en> [Accessed 10 Feb. 2019].

⁷ Stamatopoulou, E. (1995). Women's rights and the United Nations. *Women's Rights, Human Rights: International Feminist Perspectives*, 36-48

⁸ Content Analysis - HeForShe Google Search Results (9th February 2019)

⁹ Cairo, B. (2017). *Gender Neutral Language and the Word Feminism*. [online] HuffPost. Available at: https://www.huffingtonpost.com/betsy-cairo/gender-neutral-language-a_b_9997322.html [Accessed 10 Feb. 2019]



SOURCE 4 - SCREENSHOT OF HEFORSHE TOP SEARCH RESULT

In personal reflection it is clear that this depiction of “*togetherness*”¹⁰ and “*solidarity*,”¹¹ enables the focus on gender similarities rather than differences, which impedes social exclusion and ensures “*social cohesion*.”¹² This provides a supporting argument to the notion that society should embrace a gender inclusive title, which highlights communication between the micro attitudinal beliefs between both genders. If a different title is what is required to promote social action, why not adopt change?

¹⁰ Heforshe.org. (2019). *HeForShe | Global Solidarity Movement for Gender Equality*. [online] Available at: <https://www.heforshe.org/en> [Accessed 10 Feb. 2019].

¹¹ Heforshe.org. (2019). *HeForShe | Global Solidarity Movement for Gender Equality*. [online] Available at: <https://www.heforshe.org/en> [Accessed 10 Feb. 2019].

¹² Henry-White, J. (2015). *Gender Equality?: A Transnational Feminist Analysis of the UN HeForShe Campaign as a Global "Solidarity" Movement for Men*. [online] Mospace.umsystem.edu. Available at: <https://mospace.umsystem.edu/xmlui/handle/10355/46586> [Accessed 10 Feb. 2019].

Eva Cox presents a contrasting argument to this hypothetical question, stating that she “prefer that men don't identify with the movement”,¹³ further describing that changing the title of feminism to improve inclusiveness and promote change, is similar to “changing the name of where you go to the bathroom; lavatory, toilet, restroom... it just gets convoluted complicated, it gets sh*tty.”¹⁴ This predisposition could be due to the characteristics of the silent generation to which she falls, as the sudden swing to be “offended”¹⁵ linguistics is a steady feature of Generation Z. This argument was accentuated throughout my questionnaire in which 40%¹⁶ of individuals within this age bracket agreed or strongly agreed that utilising “exclusive”¹⁷ language halts the gender equality movement and its objectives, with one individual stating that “using the title equalism takes the focus off the idea of ‘female’, which would present a clearer representation of the movement.”¹⁸

¹³ Cox, Eva. Telephone Interview. (January 25th 2019)

¹⁴ Cox, Eva. Telephone Interview. (January 25th 2019)

¹⁵ Questionnaire - 120 replies. (December 30th 2018)

¹⁶ Questionnaire - 120 replies. (December 30th 2018)

¹⁷ Cairo, B. (2017). *Gender Neutral Language and the Word Feminism*. [online] HuffPost. Available at: https://www.huffingtonpost.com/betsy-cairo/gender-neutral-language-a_b_9997322.html [Accessed 10 Feb. 2019]

¹⁸ Questionnaire - 120 replies. (December 30th 2018)