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REDEVELOPMENT OF CRITICAL TERMS AND RECOGNITION IN POST-FEMINIST MEDIA CRITICISM

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ABSTRACT

Confusion and conflict characterize popular feminism in the US around the turn of the century. We appear to have reached an alternative linguistic world where words may connote both meaning and opposing meaning, where labels are more important than the theory behind the label. For example, feminists debate anti-feminism, post-feminism, Third-Wave Feminism, Women of Color Feminism, and Power Feminism. Second-wave feminist views including liberal, radical, cultural, socialist, and Marxist feminisms are still around. Variant usage of the same word, often according to the writer's country context, add to current misunderstanding about what feminism implies and its various modifiers imply. People magazine or the dramatic adolescent television series Dawson's Creek have both made references to post-feminism. These sources may reach a large audience, but seldom recognize the importance of using terms like post-feminism or explain their meaning to people unfamiliar with theoretical arguments. Despite the debate over terminology, feminism remains a crucial viewpoint for identifying and resolving current oppressions and inequalities. This theoretical ambiguity stems from the development of feminist views and lived experiences since the peak of second-wave feminism. Change and growth are anticipated.

KEYWORDS: *Criticism, Feminist, Feminism, Mary Tyler Moore Show, Post-feminism.*

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