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Femnasty

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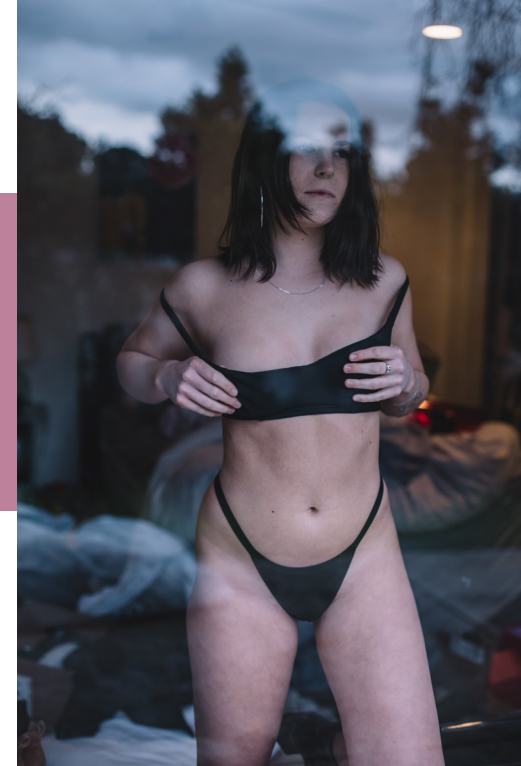
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FEMNASTY

ELIZABETH NOELLE MERRIHEW



A REBIRTH OF AMERICAN FEMINISM IN THE FACE OF TRUMP'S MISOGYNISTIC HELL.



For women across the country, the election of Donald J. Trump as America's 45th president legitimated misogyny and violence against women. The election of President Donald Trump awoke a sleeping dragon in women, in particular, who felt targeted by comments made by Trump throughout his campaign and beforehand. Hoping to gain traction with young female voters, Hillary Clinton played with every shot red at her. Trump accused her of trying to "play the woman card". The next day she announced at a rally that "if fighting for women's healthcare and paid family leave and equal pay is playing the woman card, then deal me in." The next day her campaign site began selling physical cards that called "Woman Cards." Her website read,

"Here are just some of the perks that your Woman Card gets you: Lower wages! More expensive health care! No paid family leave! Limited access to your own reproductive rights!"

When Donald Trump called Hillary a "nasty woman" under his breath during a debate, the hashtag #nastywoman was quickly trending on Twitter. The retail site NastyGal.com temporarily changed their name to NastyWoman.com selling a line of products inspired by the phrase. Samantha Bee sold shirts that had "nasty woman" plastered across the breast on omaze.com; all proceeds benefited the Planned Parenthood Los Angeles Education Program. Janet Jackson's 1986 hit song "Nasty" was streamed

250% more after Trump's jibes at Clinton.

The leaked video of Trump talking to Billy Bush made for many clever posters and signs at Women's Marches across the US.

"You know I'm automatically attracted to beautiful—I just start kissing them. It's like a magnet. Just kiss. I don't even wait. And when you're a star, they let you do it. You can do anything."

"Whatever you want," Bush says.

"Grab 'em by the pussy, you can do anything," Trump replies.

The "Don't Tread on Me" flag was re-vamped with a message that read "Don't Grab My Pussy." Among other phrases were "This pussy grabs back" and "My neck, my back,

my pussy will grab back." A staple at the Women's Marches nationwide were pink "pussy hats," a wide piece of fabric meant to look like oppy cat ears. These protest hats were even included in the Milan fashion week show, when models sported them down the runway this past February.

With all this liberation and body-positivity rhetoric came a wave of middle-class women who suddenly felt directly targeted by the words of the current president. Johnnie Tillmon, a veteran feminist activist wrote, "For a lot of middle-class women in this country, Women's Liberation is a matter of concern. For women on welfare it's a matter of survival." People of intersectional identities, meaning they identify

with more than one minority community, need and have advocated for rights like these.

There is no doubt that this country has a ways to go in terms of feminist legislation and furthering the feminist agenda (equal pay for equal work, childcare, maternity leave, reproductive rights, etc.), but we must remain aware of the reality that all of these issues disproportionately affect women of color or low-income women. All of the energy coursing through the veins of women in this country must be channeled into helping push for legislation that benefits all women equally or at least start a dialogue about intersectional feminism. Call your representatives. Campaign for candidates who see women's rights as a prior-

ity. Contribute to the fight.

German sociologist Jürgen Habermas wrote that identity movements were bound to be the most successful because while class-based revolution may have seemed likely during the Industrial Revolution, today's revolution is not class-based, but identity based. While our socioeconomic status may shift over time, our identity, as in our creed, race, gender, sexuality, is undeniable and the next generation of those like us will no doubt benefit from our activism.

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