



**SARAH BANET-WEISER**  
MEDIA AND COMMUNICATIONS, LONDON SCHOOL OF ECONOMICS

GRADUATE WORKSHOP  
**EMPOWERED:**  
**POPULAR FEMINISM AND POPULAR MISOGYNY**

FRIDAY, APRIL 19, 2019  
12.00-1.40PM

KRESGE HALL 2-351 (KAPLAN SEMINAR ROOM)  
NORTHWESTERN UNIVERSITY  
(LUNCH SERVED)

REGISTRATION REQUIRED. TO SIGN UP AND RECEIVE SUGGESTED READING,  
PLEASE EMAIL GABRIELA MAYES AT [g-mayes@u.northwestern.edu](mailto:g-mayes@u.northwestern.edu).

This graduate research workshop is based on Sarah Banet-Weiser's latest book, *Empowered: Popular Feminism and Popular Misogyny* (Duke University Press, 2018). In *Empowered*, Banet-Weiser examines the relationship between popular feminism and popular misogyny as it plays out in advertising, online and multimedia platforms, and nonprofit and commercial campaigns. Examining feminist discourses that emphasize self-confidence, body positivity, and individual achievement alongside violent misogynist phenomena such as revenge porn, toxic geek masculinity, and men's rights movements, Banet-Weiser traces how popular feminism and popular misogyny are co-constituted. From the Black Girls Code initiative and Always's #LikeAGirl campaign to GamerGate and the 2016 presidential election, Banet-Weiser shows how popular feminism is met with a misogynistic backlash of mass harassment, assault, and institutional neglect. In so doing, she contends that popular feminism's problematic commitment to visibility limits its potential and collective power.

**SARAH BANET-WEISER** is Professor of Media and Communications and Head of the Department of Media and Communications at the London School of Economics. Her research interests include gender in the media, identity, citizenship, cultural politics, consumer culture and popular media, race and the media, and intersectional feminism. Her research is deeply interdisciplinary, as is her scholarly editorial work. She is currently the co-editor of the International Communication Association journal, *Communication, Culture, & Critique*. Professor Banet-Weiser is a Distinguished Faculty Fellow at the Center for Excellence in Teaching at the University of Southern California. She comes to LSE after 19 years in the Annenberg School of Communication at the University of Southern California, where she was Professor, Vice Dean and the Director of the School of Communication.