

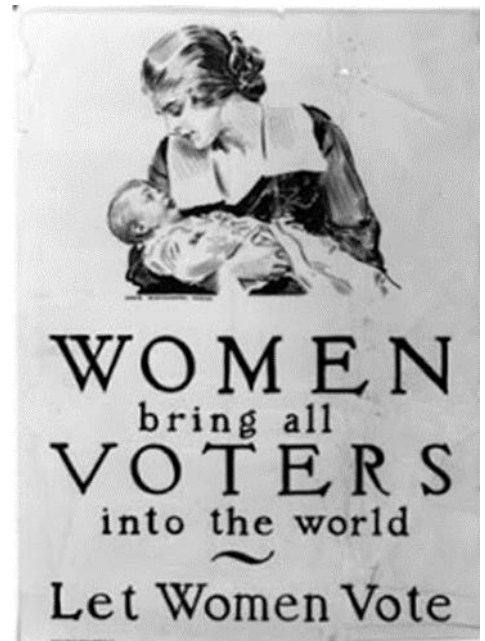
The Women's Movement

OBJECTIVES:

- Explain and describe the background of the women's movement.
- Describe how women organized to gain support and to effect change.
- Explain the impact of feminism.
- Identify which groups opposed the women's movement and describe their reasons why.

Background & Beginnings

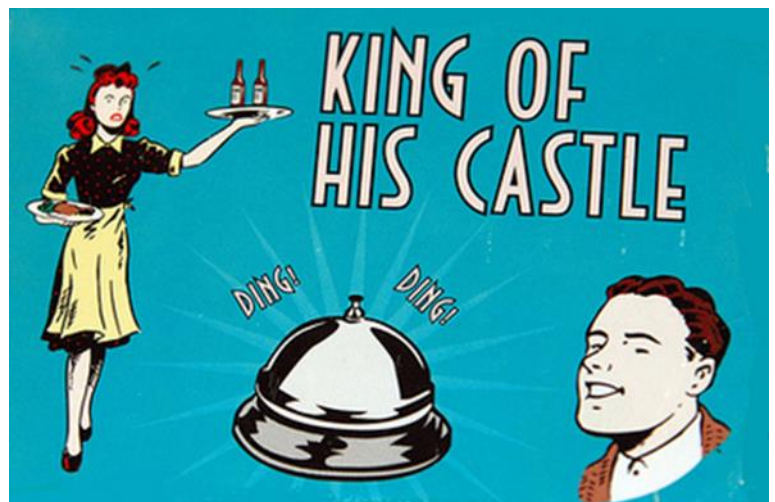
- 1960's was an "Era of Activism"
 - Some women began to resent the stereotypes of women ("homemakers," etc...)
 - Did not want to be limited to the traditional roles of wife and mother.
 - Thought that women were being "held back" by a sexist society.
 - *Feminism*...The belief in women's rights.
 - In the 1890's, feminism was defined as the theory of political, economic, and social equality for both men and women.
 - 19th Amendment in 1920
 - women's suffrage = women's right to vote
- Fight for equality: 1890's until 1960
 - The Women's Movement of the 1960's sought to:
 - ...change certain negative aspects of American life that had been acceptable for decades
 - ...end negative stereotypes.



Stereotypes

The women's movement sought to end negative stereotypes:

- "Homemaker" or "Housewife"
- Women are the "weaker sex"
- Women should be "seen, not heard."
- Woman's role in the home & family
- "Good Wife's Guide"
- Fewer qualified women hired because of the assumption that women would eventually leave to start a family.





Advertising Archives

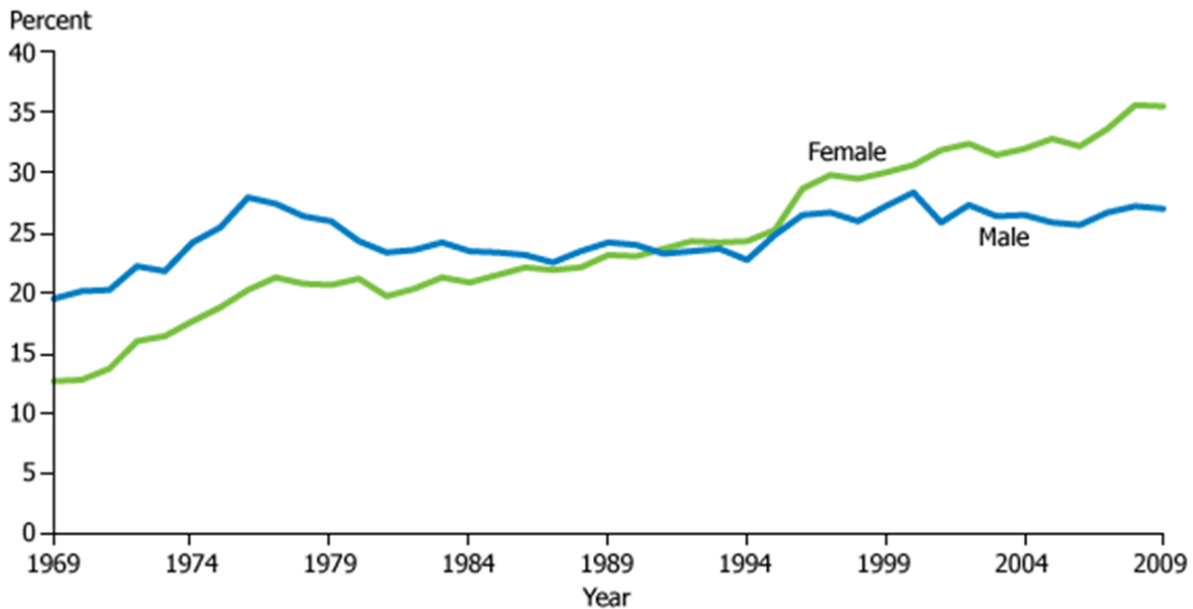
The good wife's guide

- Have dinner ready. Plan ahead, even the night before, to have a delicious meal ready, on time for his return. This is a way of letting him know that you have been thinking about him and are concerned about his needs. Most men are hungry when they come home and the prospect of a good meal (especially his favourite dish) is part of the warm welcome needed.
- Prepare yourself. Take 15 minutes to rest so you'll be refreshed when he arrives. Touch up your make-up, put a ribbon in your hair and be fresh-looking. He has just been with a lot of work-wearry people!
- Be a little gay and a little more interesting for him. His boring day may need a lift and one of your duties is to provide it.
- Clear away the clutter. Make one last trip through the main part of the house just before your husband arrives.

- Gather up schoolbooks, toys, paper etc and then run a dustcloth over the tables.
- Over the cooler months of the year you should prepare and light a fire for him to unwind by. Your husband will feel he has reached a haven of rest and order, and it will give you a lift too. After all, catering for his comfort will provide you with immense personal satisfaction.
- Prepare the children. Take a few minutes to wash the children's hands and faces (if they are small), comb their hair and, if necessary, change their clothes. They are little treasures and he would like to see them playing the part. Minimise all noise. At the time of his arrival, eliminate all noise of the washer, dryer or vacuum. Try to encourage the children to be quiet.
- Be happy to see him.
- Greet him with a warm smile and show sincerity in your desire to please him.
- Listen to him. You may have a dozen important things to tell him, but the moment of his arrival is not the time. Let him talk first - remember, his topics of conversation are more important than yours.
- Make the evening his. Never complain if he comes home late or goes out to dinner, or other places of entertainment without you. Instead, try to understand his world of strain and pressure and his very real need to be at home and relax.
- Your goal: Try to make sure your home is a place of peace, order and tranquillity where your husband can renew himself in body and spirit.
- Don't greet him with complaints and problems.
- Don't complain if he's late home for dinner or even if he stays out all night. Count this as minor compared to what he might have gone through that day.
- Make him comfortable. Have him lean back in a comfortable chair or have him lie down in the bedroom. Have a cool or warm drink ready for him.
- Arrange his pillow and offer to take off his shoes. Speak in a low, soothing and pleasant voice.
- Don't ask him questions about his actions or question his judgment or integrity. Remember, he is the master of the house and as such will always exercise his will with fairness and truthfulness. You have no right to question him.

A good wife always knows her place.

- Education & Employment
 - WWII had opened many employment opportunities for women. (“Rosie the Riveter”)
 - 1950’s Era:
 - In 1950, only 25% of all college degrees earned by women.
 - By 1970, 43% of all college degrees earned by women.
- Financial inequality:
 - Working women earned less than men working similar jobs.
 - 1963 – On average, women were paid \$0.59 working the same job that paid men \$1.00.
 - By 1973 – this figure had dropped to \$0.57.

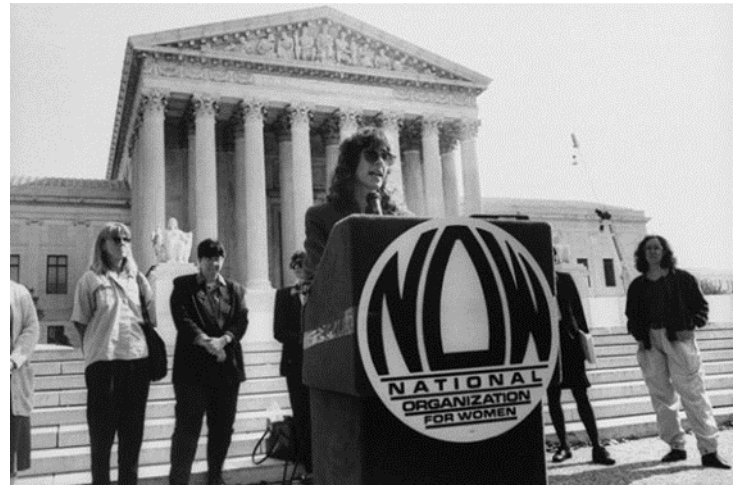


College enrollment (1970s) – men v. women

- Civil Rights Movement
 - Social, educational, political struggle of the Civil Rights Movement provided a “How-To” guide for the women’s movement.
 - A model for action and an inspiration.
 - Women began applying these techniques to a new movement that would address the concerns of women’s struggles.
- Legal tools
 - 1964 Civil Rights Act
 - Title VII prohibited discrimination based on race, religion, national origin, or sex.
 - Title IX did not allow gender discrimination in education
 - Sports
 - Math & science
 - Bullying & sexual harassment
 - Pregnant or parents

Women's Groups Organize

- Women began meeting in groups to compare experiences, and look for ways to be more active in protests and reform.
 - Drew women involved in other protest movements (student radicals, Vietnam War protesters, etc...)
- NOW (National Organization for Women)
 - Founded in 1966
 - Goal: "To take action to bring American women into full participation in the mainstream of American society now"
 - Sought fair pay and equal opportunities
 - Attacked the "false image of women" in the media (sexist advertising slogans, images, etc...)
 - Sought a balance in marriages – Husbands and wives sharing parenting and household responsibilities
 - # of members:
 - 1966 – 28 members
 - 1967 – over 1,000 members
 - 1970 – over 15,000 members



Betty Friedan

- Leader in the women's movement and founding member of NOW
- Author of 'The Feminine Mystique' (1963)
- Premise was that even though women of the 1950's had everything they might want, they were not happy
- "The problem that had no name" – dissatisfaction of not being able to realize one's own dreams.



The Impact of Feminism

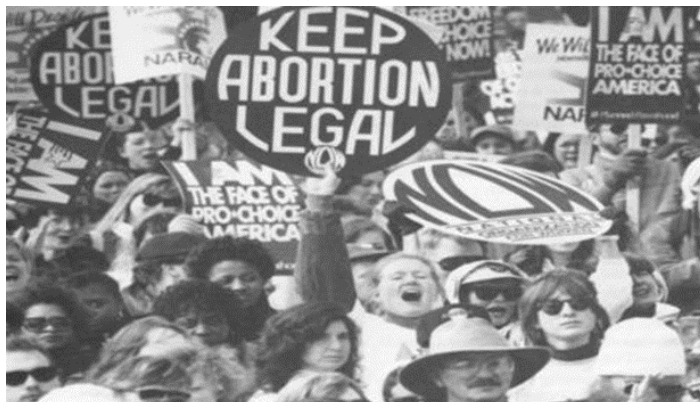
- The women's movement peaked in the early 1970's
 - August, 1970 – Women's movement marched in New York City to celebrate the 50th anniversary of women's suffrage ("right to vote") and to support women's equality.
 - More women begin identifying themselves as feminists
 - New feminist literature and resources
 - "Our bodies, Ourselves" – a handbook on women's health issues published in 1970
 - Gloria Steinem – journalist and founder of Ms. Magazine (1972)
 - Magazine with feminist views, presenting arguments and issues about the women's movement – Over 200,000 subscribers by 1973

- By the early 1970's we were starting to see results.
 - Congress passes Higher Education Act (1972) – includes a prohibition against sex discrimination.
 - By 1975, more women were entering career fields previously dominated by men (law, business, engineering, medicine).
 - More women were entering law school and medical school by the mid-1970's.
 - Women were admitted into military academies and trained as military officers.
 - National Women's Political Caucus was formed in 1971 to expand women's roles in politics.
- Shirley Chisholm
 - African-American
 - Founding member of National Women's Political Caucus
 - Served in the House of Representatives from 1969-1982
 - Ran for President in 1972



Court Cases of the Women's Movement

- *Griswold v. Connecticut* (1965)
 - Connecticut had a law that “forbade the use of any drug, medicinal article, or instrument for the purpose of preventing conception.”
 - The U.S. Supreme Court ruled against the Conn. law, creating a stronger “right to privacy” for citizens.
 - It also legalized forms of birth control
- *Roe v. Wade* (1973)
 - A Texas woman challenged a state law that “forbade the artificial termination of a pregnancy,” saying that she had a “fundamental right to privacy.”
 - The U.S. Supreme Court upheld the “woman’s right to choose,” and made abortion legal.



The Equal Rights Amendment

- ERA (Equal Rights Amendment)
 - This was a constitutional amendment (change) that would have made discrimination based on a person's sex illegal.
 - Its basic goal = gender equality in all areas of life
"Equality of rights under the law shall not be denied or abridged by the United States or by any State on account of sex."
 - In 1972, Congress approved passage of the ERA.
 - To become law, it had to be ratified (approved) by minimum 38 states by 1982 (the deadline for ratification)
 - By 1977, 35 states had ratified...but it did NOT gain enough support to pass by 1982.

EQUAL RIGHTS AMENDMENT

"MEN AND WOMEN SHALL HAVE EQUAL RIGHTS THROUGHOUT THE UNITED STATES AND EVERY PLACE SUBJECT TO ITS JURISDICTION."

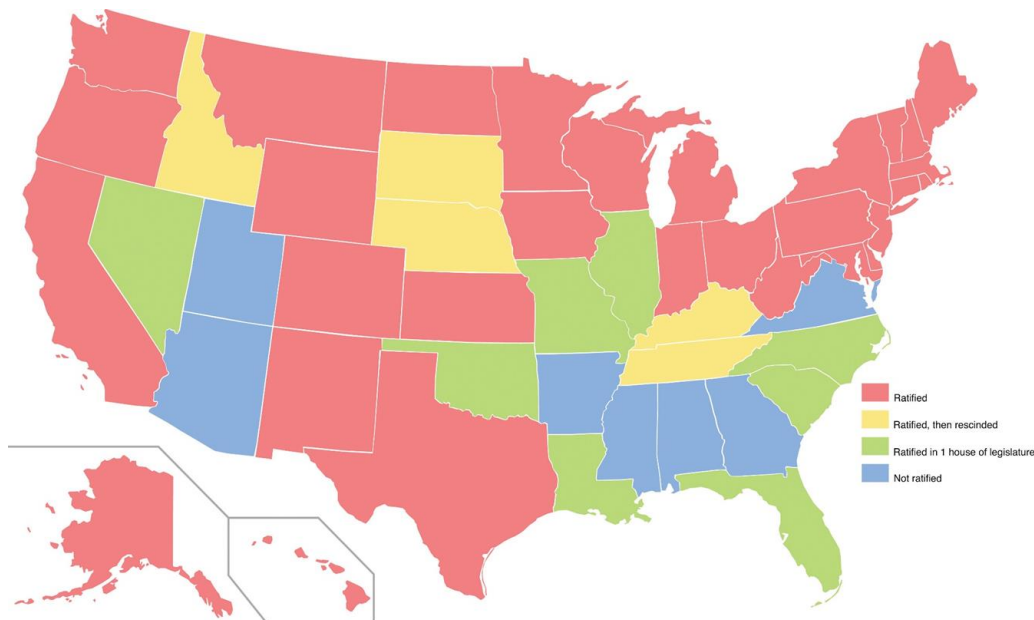
The passage of this Amendment has been found necessary to secure compliance with the provisions of the Constitution guaranteeing equality in all things as well as in voting, most of all equality in the struggle for a living.

So-called "protective" laws do not protect. They are only prohibitive and restrictive. They are not and never can be uniform, universal, or permanent in any degree. Class legislation is unconstitutional, and is contrary to the fundamental principles of Democracy. The Constitution guarantees the inalienable right to life, liberty and the pursuit of happiness, with EQUAL RIGHTS TO ALL AND SPECIAL PRIVILEGES TO NONE, regardless of race, color, creed, sex or station in life.

The passage of the **EQUAL RIGHTS AMENDMENT** would bring about:

- (1.) Equal Pay for Equal Work;
- (2.) Equal Opportunities in Professions, Industries, Schools and Universities;
- (3.) Equal Representation in Government and Equal Citizenship Rights;
- (4.) Equal Control of Children, Property and Earnings;
- (5.) Equal Right to Make Contracts in All States and Equality before the Law.

The Passage of the Equal Rights Amendment Is a Short Cut to the Inevitable



The Equal Rights Amendment

- ERA (Equal Rights Amendment)
 - It was NOT ratified (not added to Constitution) because it lost a lot of support from many in the U.S.
 - Why?
 - Many felt that women already had legal backing for their rights.
 - Many were also hesitant to support the perceived effects of the ERA (such as co-ed bathrooms, the end of alimony, etc...)

"It won't do anything to help women, and it will take away from women the rights they already have, such as the right of a wife to be supported by her husband, the right of a woman to be exempted from military combat, and the right to go to a single-sex college." - Phyllis Schlafly

Opposition to the Women's Movement

- The movement itself was often divided from within
 - Many of the more radical feminists were seen as too extreme or sexist
 - Rejecting anything “masculine” such as marriage, men, and childbearing
 - Many more moderate women said they wanted equality with men, not rejection of men, or dominance over men.
- Many mainstream women were not supportive of the women's movement.
 - “Women's liberation” or “Women's Libbers” became a derogatory term
 - Many women were happy with their traditional roles and resented being told that they should be dissatisfied.
 - The role of mothers and wives were devalued by the movement.
 - Many felt the women's movement led many people to have less respect for women, rather than more.
- Many African-American women opposed the movement.
 - Said it took attention away from the battle against racial discrimination.
 - Battling racial discrimination was more important than battling sex discrimination.
 - “Some black sisters are not sure that the feminist movement will meet their current needs.” - Aileen Hernandez, NOW Pres.
- Working-class women felt removed from the movement.
 - Believed they were encouraged to give up homemaking in order to take up undesirable paid labor.

