

## **Popular Culture, Emergent Feminisms and the Durability of Postfeminism**

Paying particular attention to the re-framing of women's economic position in the wake of the global financial crisis this project intervenes in current debates within feminist media and cultural studies by considering postfeminism's adaptability across various media forms and its frequent ability to circumscribe emergent feminisms and marginalize intersectional politics, paradoxically maintaining heteronormative whiteness even while co-opting new representations and formations of female subjectivity.

It posits that postfeminism in a relatively stable and recognizable form has been shapeshifting of late alongside a dramatic rise in rhetorical feminist claims and affiliations. Examining the intensely capitalist and neoliberal character of emergent popular feminisms with their market rationales for gender justice the project also closely considers the new plutocratic and mercantile feminisms associated with figures ranging from Sheryl Sandberg to Ivanka Trump.