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### **Postfeminisms and the Future of Feminism**

The term postfeminism has generated much debate amongst feminist scholars concerning its implications for the current state and future of feminism. What postfeminism most clearly names is debate concerning feminism's relevance and future role in women's lives. Whilst these analytical framings continue to develop in the feminist academy, in a variety of popular, media and consumer cultures postfeminism has taken further manifestations.

This 'postfeminist media culture'—or popular postfeminism, as I will call it—is distinct from academic feminism in countering what it positions as traditional (second wave) feminism with an apparently uncomplicated ideal that 'women can have it all': education, career, economic independence, love and family. Not all popular media texts we can call postfeminist represent this ideal as attainable but they all represent it as the contemporary aspiration which makes second wave feminist claims redundant, inadequate or at least unrealistic.

As a discourse, popular postfeminism is informed by feminist interventions into popular cultures as well as subsequent postfeminist academic debates. Yet, even as popular postfeminism offers feminist scholars investigative avenues for thinking through these theoretical ideas, its potential as a site for considering contemporary women's experience of these debates about what women do and should aspire to justifies 'popular postfeminism' being treated as a separate field.

Popular postfeminism provides a needed space for exploring expressions of women's experience, especially including those women who do not identify as feminist. It represents women who are often struggling with gendered issues without equating such a struggle with political identification as a feminist. Moreover, popular postfeminism's manifestation in popular cultures such as chick lit, chick flicks and chick TV, foregrounds a variety of consumer, economic and neo-liberal forces that are commonly contrary to feminist agendas but undoubtedly key contexts for the women to whom feminism aims to speak. As a discourse shaped by multiple and diverse influences, popular postfeminism incorporates a tension between representations of femininity and feminism, and in this creates a site for the discussion of contemporary women's experience.