WGS 101 SESSION #10 OUTLINE

1. **The Life and Times of Rosie the Riveter**: Discussion:
The Complex Legacy of Women’s Experience of the World War II Period

2. The Postwar Gender Backlash: A New “Cult of Domesticity”?
1950s Domesticity---similar to and different from 19th century
“Cult of True Womanhood”; Race, Class and the Suburban Ideal

3. Mid to late 1950s: A diffuse gender discontent: *Man in the Gray Flannel Suit*
(novel, Sloan Wilson, (1955) film adaptation (1956)
The mid-late 1950s: Emergence of the Civil Rights Movement with
Strategies of Non-Violent Resistance
Strong female leaders/activists—Rosa Parks, Ella Baker
Parallels with abolitionism and 19th century women’s rights movement
Early Gay/Lesbian Rights Activism in the 1950s

4. The Postwar Ideal of Domesticity: Challenges
Race, class, female employment and the postwar ideal of domesticity
Increase in U.S. women’s labor force participation and divorce rate by late 1950s-
early 60s
Developments in contraception-oral contraception - “the pill” (1960)
Simone de Beauvoir- *The Second Sex* (in French-1949; in English-1953)
Betty Friedan’s *Feminine Mystique* (1963) as popular “catalyst text”

Kennedy’s “New Frontier” and American Women: Commission
On the Status of Women (1963)-“Momentous Changes Quietly Taking Place”
Growth of Popular Psychology and Theories of Self-Actualization (Maslow)

Has No Name”; Catalyst text
The Era of the Paperback bestseller
Friedan as Insider/Outsider- Power of “Personal Politics”
Comparison with *The Yellow Wallpaper*
Writing Exercise: Historical and Contemporary relevance
WGS.101 Introduction to Women's and Gender Studies
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