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.

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