

METOO MOVEMENT: THE PROGRESSIVE SISTERHOOD OF THE 4TH WAVE OF FEMINISM

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Abstract

In recent years, the #metoo campaign has completely transformed the etymology of the word and broken all the records on the internet with millions of stories of sexual violence and gender narratives. Various waves of feminism have their own peaks and troughs, but this virtual revolution paved a direction for a fresh version of feminism known as the fourth wave, that has also contributed in the weaving of local and global narratives in order to expose common structural imbalances. According to the current research article, there are four different dimensions considered: Firstly, consideration of feminist wave analogy applied to present feminist developments. Secondly, to examine, deconstruct, and determine for #metoo movement occurrence, lastly during #metoo, social media becomes both beneficial and hazardous, but the movement was facilitated by the feminism's recently ongoing fourth wave.

Keywords: #metoo; etymology; feminism; movement; fourth wave.

RATIONAL AND GAP ANALYSIS

The "fourth wave" of feminism, as historians, activists, and journalists have labeled it, has seen a significant growth in feminist activism and possible positive approach in the public arena over the previous decade. The use of digital technology and internet for feminist activity and discussion is a defining aspect of the fourth wave. This study tries to discover what is "new" about fourth-wave feminism in general, as well as how social media intersects with ordinary feminist practices in the digital age. The findings demonstrate how social media can be skillfully utilized for feminist goals. This work also reasserts the fourth wave's necessity for feminist activity by demonstrating that the material realities of gender discrimination endure, frequently hidden by the appearance of empowerment. The study also addresses the #MeToo movement's effects on women, including its positives and drawbacks, as well as the influence of internalized sexism on public perceptions of the movement.

It has been observed that the #metoo movement is being used for research in the form of data analysis, tweet collection, and participant interviews. It is rarely associated with fourth wave feminism, and #metoo is hardly considered a component of fourth wave feminism.

PRELIMINARY WORK: FEMINISM WITH PERSPECTIVE OF THEORETICAL APPROACH

Feminism has never been about hating males or keeping them behind in the feminist movement. It's always been about fairness. It's also not a single entity that can be simply defined and classified. The root of the first wave of feminism is first found in the United States and United Kingdom in the mid-nineteenth century. The chief target is to achieve legal rights of women. The American first wave emerged with the Seneca Falls convention in 1848, which was

the initial women's rights convention attended by several civil rights activists among the attendees. The forefront of this convention is equal property share and abolishing patriarchy in the form of husband over wife. Women's suffrage became a priority near the edge of the nineteenth century, with the belief that acquiring the right to vote would lead to more freedom rights.

Although significant progress has been made between the first to third waves, and yet much more to be achieved. The diverse array of feminist issues nowadays has made it more challenging to identifying what a feminist looks like, resulting in a fourth wave of feminism with a new generation marching for equality and women's rights.

By the 2000s, women all over the world had seen a shift in culture that promoted numerous women's rights such as: liberation rights, right to choice and sovereignty, due to the impact of economic autonomy and the introduction of contemporary digitalization. Due to the excessive usage of social media, the phrase "fourth-wave feminism" developed in the Western parts and spread almost concurrently in India as well. The 'Everyday Sexism Project,' an online effort founded by a feminist writer of British born, Laura

Bates in 2012, was one of numerous internet projects that heralded the commencement of feminism's fourth wave, millions of women across the world have been encouraged to narrate about sexual assault, workplace chauvinism, and body shaming episodes that they endure on a daily basis.

Fourth-wave feminism is "marked by new tech," with digital platforms like Facebook, Twitter, Instagram, YouTube, and blogs like Feminizing being used to battle misogyny and achieve gender equality. Fourth-wave feminists address topics such as harassment in the workplace and in between streets, sexual assault on college campuses, and rape culture.

LITERATURE REVIEW

Cochrane, Kira. "All the Rebel Women: The rise of the Fourth Wave of Feminism" (2013): The book provides an appealing look at today's feminist panorama, asking how far we've come and how far yet to go in the last century. The book lays a solid foundation for understanding the fourth wave of feminism.

Real, B. "Surviving Fourth Wave Feminism (Vol 1): The War on the West (Volume 1)" (2020): This author exposed feminist culture in the West and how it is leading to destruction and worsening war. It is both powerful and shocking, and it evokes a wide range of emotion.

Phillips, Ruth & Cree, Vivienne. "What does the 'Fourth Wave' mean for teaching feminism in 21st century social work?" (2014): The research Article focuses on the agendas of the third wave are yet visible in the fourth wave. This research investigates the impact (if any) of fourth-wave feminism on today's education of social work.

Kurian, Alka. "Fourth Wave Feminism." (2017): According to the study, the fourth wave is predominantly a social media-driven integrative movement that combines female empowerment with a broader cry for social justice for minorities, for both men and women with the lens of the fourth wave.

SOCIAL MEDIA ACTIVISM # ME TOO MOVEMENT

"When the happiness seal is broken, when violence has intruded into scenes of bliss, we begin to hear the ghosts of feminists past." (Ahmed, 2017:62)

Prof. Ahmed defined the fourth wave as the haunting ghosts of past feminist actions, and it is a pressing necessity to combat new types of digital feminine features, according to his research.

The #metoo movement, which began in October 2017, forever altered the meaning of the words "me too." The internet was "broken" by an avalanche of reports concerning sexual violence. The #metoo campaign is best understood as a phenomenon enabled by the fourth wave of feminism. Social media (SoMe), internet activism, multiculturalism, anti-sexual misconduct and rape culture campaigns are all part of this new wave. In 2005, the fourth wave of feminism was stated for the first time. Pythia Peay, a journalist, adopted the phrase to characterize a brand new form of feminism. She describes an incident from 2001 in which Kathlyn Schaaf: a renowned psychotherapist is overcome by a notion, an intuition, that there is a tremendous power store that sees women's racial identity status as an advantage rather than a barrier, allowing them to "act independently, outside structural limits. "During the contemporary global uprising of women, some concerns from gender-related violence, abortion, sisterhood,

and self-consciousness all returned with the second wave of feminism, although it was deep rooted in previous waves of feminism, and yet again all these resurfaced into the paradigm of fourth wave feminism for women's emancipation and rights.

The Fourth Wave of feminism has been derided for what has been dubbed "Hashtag Feminism." We've seen the surfacing of social media displays like Facebook, YouTube, Twitter, and Instagram in the previous five years. Feminists from all over the world can use these platforms to interact, form relationships, and mobilize. A recent example of how internet technology is being adopted in the fourth wave is digital activism in the form of hashtag campaigns, which can reach thousands of individuals through the concentrated efforts of a few.

The 'Me Too Movement' was founded by Tarana Burke, a social reformist, in 2006 to spread awareness about sexual assault and to "enfranchise through empathy." Alyssa Milano, a Hollywood artist, recommended women to tell their experiences of sexual assault using the hashtag #metoo to "convey a sense of the seriousness of the problem." Within 24 hours, the hashtag was utilised by 12 million people. It extended beyond Twitter's confines to Instagram and Facebook, as well as being covered in news stories around the world. Thousands of terrible experiences have been posted on social media in the last six months. People began writing about their experiences with street harassment, as well as pinpointing harassment locations on web maps and posting recordings of their harassers.

Laura Bates, the British born feminist author, initiated the 'Everyday Sexism Project' in 2012, one of several online initiatives that heralded the start of the 4th wave of great awakening. It has encouraged countless numbers of women all over the world to come forward with sexual abuses, unfair job responsibilities, and body shaming incidents.

PREVAILING TRENDS OF FOURTH WAVE OF FEMINISM

Women are utilizing digital platforms to demand responsibility from their governments, corporations, and social leaders, despite the fact that the fourth phase of feminism in India is still in its incubation stages. Social media platforms are heavily used by digital feminist groups in India. The campaign has had an impact on society and has taught young females that silence is not the only option. The Fourth Wave is an attempt to empower individuals – of both genders – by opening up about issues of identity, the blending of many types of marginalization, and focusing the spotlight on the aggressors. Yes, there are genders. Gender options are available on Facebook as well. The violent gang rape and assassinate of a 23-year-old Delhi woman in 2012, which provoked widespread protests, marked a turning point in India. The country witnessed the strength of women's wrath all at once.

In 2015, as a segment of the fourth wave, the Shaheen Bagh protests became a hit. Protesters are using their art such as analysing a book by reading it, keynotes, reciting a poem, music, interreligious prayer, and collective cooking to express their opposition to citizenship regulation which, they claim, will categorize against not only Muslims but also whole feminine gender, who do not typically have proper home or property in their own names.

In Kolkata, women executed a Bengali adaptation of Chilean feminist anthem known as 'The Rapist is You' that connects the dots of fourth wave and #me too.

CONCLUSION WITH POSSIBLE FINDINGS

#MeToo has progressed beyond a simply feminist objective to a broader appeal for social justice. Women demonstrators seek rights for all people, not just for themselves.

"Been Raped Never Reported" is the most significant #metoo front runner. Victims of rape who portrayed their experience of not reporting misconduct done to them utilised the hashtag, as the name suggests.

The most important conclusion is that the participants, particularly the women, feel that their exposure will result in social change.

Feminist action laid the groundwork for #metoo by regulating the sharing of personal stories, particularly those involving sensitive topics like sexual violence. It may help to reduce victim blaming and accusing, a distinct element of #metoo that will be examined in the #MeToo Trouble Makers section. One of the Fourth Wave's major achievements is that the majority of corporate organizations have created pamphlets for male employees outlining appropriate

behaviour.

The 'safety' of the internet environment, on the other hand, should not be overstated. Laura Bates, like a number of other feminist bloggers and tweeters, has revealed that she has been exposed to graphic rape and death threats.

Rodak's findings relate to the following discussion about sisterhood: According to studies conducted in Poland on special awareness- raising groups of women's circles, significant improvements in the quality of sisterhood have taken place. Women in these groups draw attention to the shifting nature of interpersonal relationships, which are tainted by internalized patriarchy's sexism.

As a result, the progressive sisterhood of the 4th wave of feminism only makes sense when viewed through an anti-essentialist lens, which accepts the diversity of all persons' experiences and does not ask who the sister is, including even males.

PROMOTION OF THE MOVEMENT

The #MeToo movement has given women a forum to speak out about sexual harassment, assault, and rape. To avoid further exclusion from history, women's experiences, especially those of engaging in the #MeToo movement, must be chronicled. They stated that the #MeToo movement provided them with a safe space to educate others around them about sexual harassment, sexual assault, and rape, as well as demonstrate solidarity with other women. Understanding that women primarily saw their participation in the movement as helpful is crucial for their well-being, and as a result, the findings may motivate individuals to participate in future social movements with the potential to make a permanent difference. Many prominent participants said they felt less embarrassed about their experiences. Following the #MeToo movement, several renowned participants reported experiencing less ashamed of their sexual misconduct, sexual assault, and rape experiences. On a societal level, the #MeToo movement has had certain advantages.

FUTURE SCOPE

A lot of research has been prosecuted on a new generation of protest movements and their connections to social media activism, particularly hashtag activism. A field study on the effects of social media activism and hashtag movement in connection to the #MeToo movement could be conducted.

The #MeToo movement is a significant social event, therefore future research should look into the perspectives of people from many cultures in order to fully comprehend the experience of those who took part on a global scale. This comprehension is critical not only because these women's voices and experiences must be heard and recorded, but also because if women found the #MeToo campaign to be effective, they would be more inclined to partake in future feminist movements such as sexual harassment, sexual assault, and rape.

SWOC ANALYSIS

The paper discusses the fourth wave and the #MeToo movement intertwined to raise awareness of sisterhood, but the research lacks in connecting other feminism waves and their impact on #me. Because feminism has deep roots, the first, second, and third waves are also essential in connecting the dots of #metoo. The movement was, and continues to be, a worldwide phenomenon. People from other countries may have had varied experiences with the #MeToo movement.

The research also lacking a man's perspective, despite the fact that it is considered that women are the most often victims of sexual violence, molestation, and rape, and that male victims of sexual harassment and assault face greater shame. Future research might look into how men feel about engaging in the #MeToo movement, including considered benefits and drawbacks, and whether their experiences vary from the women.

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