



Misogynoir Phenomenon

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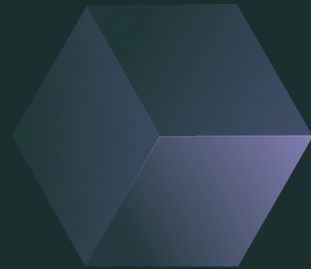
Misogynoir

Misogynoir is misogyny directed towards black women where race and gender both play roles in bias. The term was coined by queer black feminist Moya Bailey, who created the term to address misogyny directed toward black women in American visual and popular culture



Introduction

- Black women have been fighting this fight for self-identity.
- Society paints women, specifically black women to be voiceless, helpless, and co-dependent individuals.
- In recent times, black women have taken a stand in hopes of breaking through that glass placing in hopes of being their own self thus causing plenty backlash for such efforts.



Beyoncé Knowles & Princess Meghan Markle

- I will focus the bulk of this PowerPoint on two cultural phenomena's today and their own respective backlash from being such ambitious black figures.



The Start: Beyoncé

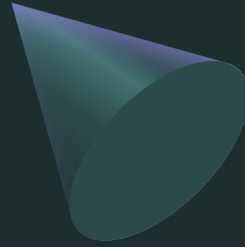
- Beyoncé is a well renowned superstar who got her start at tender young age. Since the beginning of her career Beyoncé has faced tremendous critiques for several things.
- However, it was not until her Lemonade Album era that she began to face a new fight.
- Beyoncé now began to face the fight for being a “Pro Black Activist.”
- Let’s look a some of the hate she received for being an ambitious Black creator.





LEMONADE





The Headlines

- CNN reporters, “In a statement posted on the group’s website, Tampa Police Benevolent Association President Vincent Gericitano said his group’s officers were “disgusted” with the Super Bowl show and Beyoncé’s new music video.”
- I know it’s shocking that even Beyoncé is not repellant to backlash but yes, it is true. This all came from Beyoncé owning up to her own “Blackness.”

CULTURE

Why Beyoncé Is Embracing Her Own Backlash

The “Boycott Beyoncé” merchandise on sale at her concerts affords her a new kind of appeal.

SPENCER KORNHABER APRIL 28, 2016

CNN entertainment

Why the Beyoncé controversy is bigger than you think

By [Lisa Respers France](#), CNN

Updated 12:16 PM EST, Wed February 24, 2016

NATION NOW

Beyoncé’s ‘Lemonade’ album but a sip of her evolving feminist story

Mabinty Quarshie USA TODAY

Published 8:37 p.m. ET Feb. 20, 2017 | Updated 5:35 p.m. ET Feb. 24, 2017



Cont'd...

- “We see that Lemonade addresses black history, specifically for women of color. Beyoncé takes the remnants of colonialism and redefines it under her conditions, defusing its power but recognizing its impact,” boldly stated by Dr. Michelle Wolff.
- Wolff boldly speaks of Beyoncé recognizing the power that lies within colonization and the importance to decode it and remodel it after her own views.

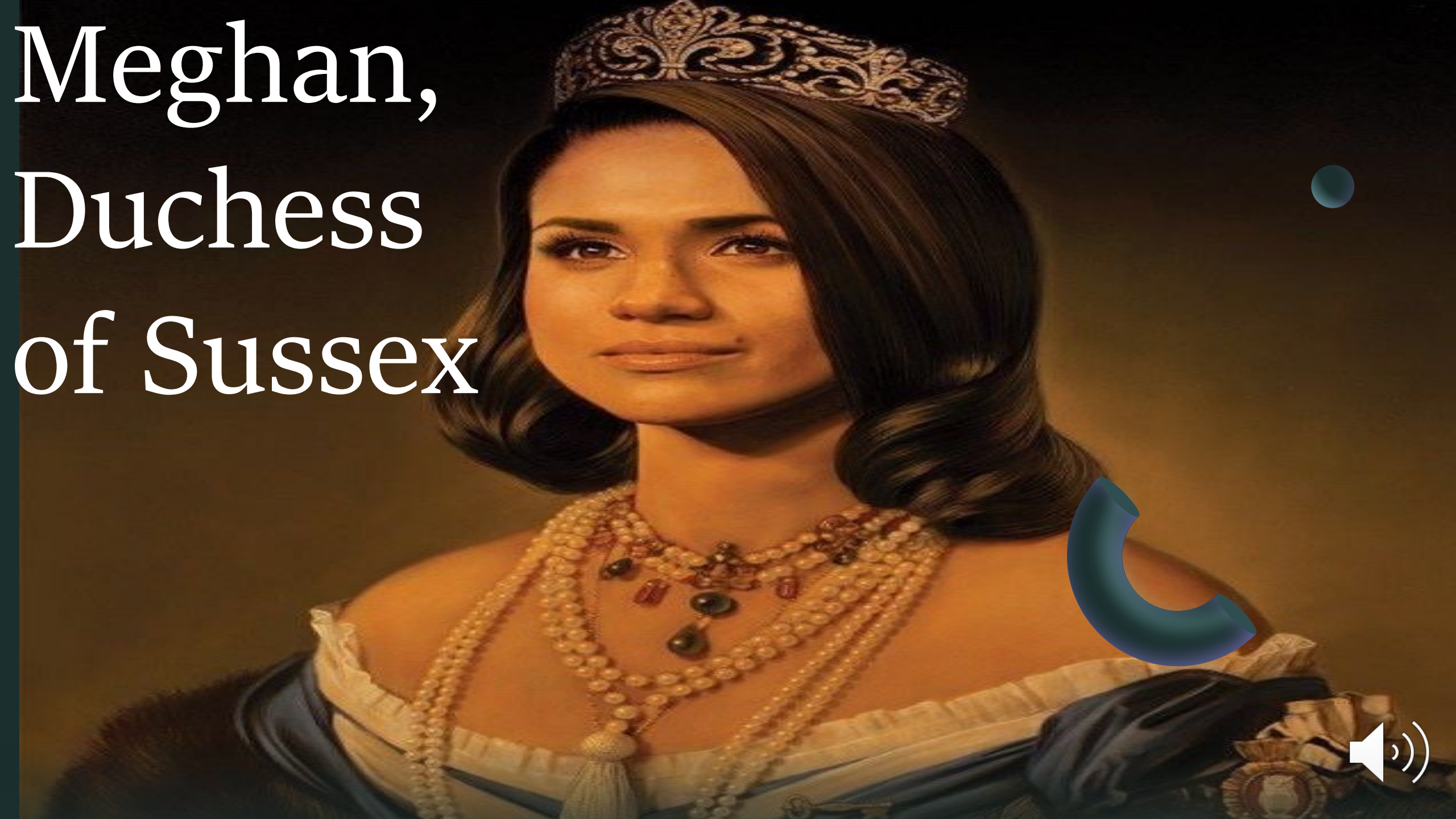


Why does this matter?

- So why does this matter?
- This matters because in our society we are taught to stick to script. We are taught to play by the “rules” and to never move outside of the box.
- The moment that a black woman decides to become assertive and innovative she is punished for it by the media and even government officials as we’ve seen with Beyoncé’s Lemonade backlash
- Rapper Nicki Minaj speaks candidly on the differences between women and men in a professional setting,
<https://www.youtube.com/watch?v=PzGZamtIRP0>



Meghan, Duchess of Sussex



Backstory

- Meghan Markle is a former actress who has starred in many movies and sitcoms who went on to fall in love with a Prince named Harry, who happens to be the son of the ever-beloved Princess Diana.
- The two , Meghan and Harry, marry which then places Meghan into the Royal Family in England under Queen Elizabeth
- Only one issue, Meghan Markle is of mixed ethnicity.
- Because of her ethnicity, the Duchess of Sussex quickly found herself chasing her own ambition



The Truth

Meghan never really cared to be apart of the Royal Family.

Despite this, she understood it was her responsibility with marrying Harry.



The Aftermath

- Due to Meghan deciding to flee the Royal Family, she was punished.
- Laura Clancy assume what caused such punishment; she states, “Monarchy in a #MeToo era is antithetical to structural change.”
- Laura was not wrong. In fact, it was because Meghan was apart of the #MeToo dynamic that caused her to want such structural change but it was because of the Royal Family’s impact and behaving which was reminiscent of previous times that kept them from fulling accepting Meghan and her ethnicity.
- Since Meghan she would no longer any royal treatment.
- No Security, Royal funding or Royal Homing.
- This left her helpless alongside her husband.



I Realized It was about Them... Not Me

- There's an article that speaks about how misogynoir is present in online life even heavier than ever has before. The article focuses specifically on women in Sports media; however, the effects of such misogyny is present in any aspect of the world.
- "Online aggression against women includes threats of violence, violent images, the posting of women's addresses to target them, and other forms of abuse. Such harassment often is trivialized and dismissed by society and by law enforcement," Jacqueline Ryan Vickery exploits.



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- Dis-missed by society and law enforcements is exactly what occurs with both Meghan Markle and Beyoncé.
- Beyoncé suffered from boycotts by police rally groups to not protect her or her crew during her tour. Why? How is it even possible?
- Meghan voiced to Oprah Winfrey that upon exiting the Royal Family, she no longer had access to the protection that remainder of the Royal Family had. Why?
- This is because misogynoir is present because both figures have some melanin in their skin and some blackness in their roots.



Why? (Cont'd III)

- Vickery states, “Such attacks against women are designed to intimidate them and serve to reinforce socially constructed beliefs that women are inferior to men.”
- Oprah Winfrey experienced this during her time as host around 1997.
- KCBD News revisited this issue in 2002. The news site reports, "At issue, remarks Oprah made about 'Mad Cow' Disease during one of her shows that sent cattle prices plummeting. The cattle feeders who filed suit say the remarks were slanderous.”
- Because of Oprah’s claims about the Mad Cow disease, many cow farms were angered by their decline in sales due to potentially harming millions of consumers with their potential infected products.
- As a result, Oprah was faced with a lawsuit prompted by Bill O’Brien, which he ultimately would lose.
- The entire lawsuit was because a black woman spoke her mind on an issue that was detrimental to humanity at the time. Again, showing how these attacks are designed to intimidate women but an ambitious black woman is one who isn’t easily defeated or intimidated.



All in All



- Both Beyoncé Knowles and Duchess of Sussex share similar fates.
- Both were punished & faced with backlash for being ambitious black women.
- Had Beyoncé let naysayers and critics stop her, she would not gone on to be one of the most awarded artist of all time.
- If the Duchess of Sussex allowed the Royal Family to silence her voice and her beliefs for what is morally right, then she would not still be the powerhouse of a feminists that was before her introduction into the Royal Family and after her exit from the Royal Family.



Ambition/Black Woman

- An *ambitious black woman* is a woman who is always striving to reach a goal through her hard work, dedication and perseverance. She does not give up. She is determined to succeed and pushes forward until she prevails.



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