

Oscillation of Femininity: Redefining Feminine Power Dynamics

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Abstract

The concept of femininity as having some attributes that direct human behavior and determine social roles is fluid and changing due to many factors. Apart from the feminist theories and debates discussing whether feminine traits are biological or social, the focus on the concept of femininity and its characteristics is evolving over time and place and has been heavily used in many disciplines, including arts and media. Femininity is traditionally associated with stereotypical values and norms. With many feminist theories, these feminine traits have been challenged by women themselves. Interestingly, with a shift of purpose, a current trend appears to praise and celebrate women's feminine awareness and energy in terms of self-development. This paper aims to discuss the content and use of the term femininity as soft power in media content and its effects on the collective culture of women. It is a qualitative analytical study that examines the impact of the excessive use of the term femininity by content creators on social media and their output from books and online courses on the same subject.

Keywords: Femininity, Women, Media Content, Soft Power, Literature