



HOW TO WIN AT FEMINISM

THE DEFINITIVE GUIDE TO HAVING IT ALL—
AND THEN SOME!

PRESENTED BY *Reductress**

Reductress Reductress

How to Win at Feminism: The Definitive Guide to Having It All... And Then Some!

Аннотация

'People say women can't be funny. WRONG... I love Reductress.' - Sam Bain, co-creator of Peep Show

The definitive manual on how to be the best feminist you can be—as told by a hilariously misguided yet well-meaning women's magazine. From the creators of the wildly popular satirical website, Reductress. From hot feminist sex to a trendy feminist up-do, the bold and brilliant minds behind Reductress reveal the secrets to being super progressive—and cool, hip, and pretty. Feminism today means demanding gender equality—and a fabulous manicure. After all, we're not wearing girdles and cleaning the house anymore. We're wearing Spanx and hiring a cleaning lady. That's feminism!

How to Win at Feminism defines what's feminist and what isn't, shows you how to take up space (but not too much space), identifies which clothes and products to be offended by, and offers funny insight, knowledge, tips, and advice every fourth-wave feminist needs, including:

- How to Love Your Body Even Though Hers is Better
- The 9 Circles of Hell for Women Who Don't Help Other Women
- Designer Handbags to Hold All Your

Feminism• How to Apologize for Having it All• Finding Your Spirit Feminist• Rebranding Your Relationship Issues as Feminist Issues

With this ultimate guide—complete with four-color illustrations—you can femsplain feminism to basic friends, and learn how to battle the patriarchy while maintaining a dependable moisturizing routine. We may have come a long way, baby, but we have a long way to go. How to Win at Feminism is the road map to get there!

Reductress has discovered a rich, deep seam of comedy.’-Graham Linehan, creator of Father Ted, Black Books and The IT Crowd

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WHAT IS FEMINISM AND WHY AM I THAT NOW?

A lot of people think that feminism just appeared out of nowhere, but it actually took a lot of strong women (and men!)* to get us to the point of complete and total gender equality. But this year, we finally did it! *We won feminism*. And although we have to thank the brave souls who paved the way for us, we mostly want to thank ourselves—Reductress, your favorite women’s magazine—for doing it better than everybody else. Now that we, the media, have broken down barriers and made feminism safe for the masses, it’s time for you to get on board, girl!

So how did we win feminism? By championing the greatest feminist works of our generation—empowering pop songs, feminist music videos, inspiring advertising, and shows with the word “girls” in the title. Every move we’ve made—every tearful show recap, every tearful concert viewing, every tearful Instagram scroll—has been decidedly pro-women!

Don’t believe that we won? The evidence is clear. You can see it in every living, breathing woman around you. You can see it in her shining hair, her flawless skin, and her belief in herself and

her appearance. She knows that the female body is not something to be ashamed of; it's something to be fiercely honored—and moisturized daily.

But now that we've caused feminism to have its moment, we'd like to take the time to tell you how to be feminist in book form. Why? Because you've already met the criteria for being a better feminist than everyone else: you're a woman,* you can read,** and you buy things. The rest of feminism is a piece of cake.

Still confused about feminism? It's actually very simple. The first rule of feminism is to *Get it, girl*, but first we must get to know the ladies who paved the way and *got it* before you.

You probably didn't know this, but feminists have been around since before "feminism" was even a twinkle in Rosie's rivets. Women had "Girl Power" before the Spice Girls ever gave it a name. Learning about these brave women*** can inspire us to keep on fighting for what they never had. Think about it. Our great-grandmas couldn't even vote *or* wear pants. Could you imagine living in a world where you couldn't vote or wear pants? You couldn't even vote to wear pants—*because you couldn't vote*. That's just how bad it was, pants-wise, before feminism.

And Grandma? You wouldn't *believe* some of the stuff she wasn't able to do. She probably can't do much now either. Anyway, while Grampa was out getting day-drunk and smoking the cigars he stole off dead Germans, Grandma was staying at home raising your mom, who was a baby, and having lots of other babies as well. You think 77 cents on the dollar is bad? Try

getting paid in babies!

See how much progress we've made already? Okay, history lesson almost complete.

So your mom—sorry, we know you guys aren't talking right now and don't want to make it weird, but hear us out. Mom was probably working while you were growing up, looking for a crack in that glass ceiling, so you could break it with your sweet new position as a social-media marketing manager! Without Mom (sorry, this is the last mention, we promise; we know she was never around for you emotionally and you deserve to tell her how you feel), and without her brave and creative use of shoulder pads, you wouldn't be where you are now. So thanks, Mom! (Sorry!!!!!!)

Today, plenty of women are walking around being feminist left and right like it's no big deal, and they *don't even know it*.**** Our duty is to vlog, pin, and tweet about feminism as much as we can until every woman—male or female—is touched by the angel of feminism.

In order for you to understand the feminism of today, let's take a step back and look at a brief history of feminism from the beginning.

OFFICIAL TIMELINE OF FEMINISM

The institution of marriage begins. "Wife" replaces "concubine." Progress!

8000 B.C.E.

Jesus was a feminist and didn't even know it! (He wore sandals and loved potlucks and wine.)

0

Mulan does her thing in the East.

620

Beyoncé's father, Mathew Knowles, is born, and also bell hooks.

1952

Men let us vote! Still kind of enslaved, though.

1920

Dr. Quinn, medicine woman, becomes the first female doctor (and constantly asks herself whether her career is getting in the way of her ability to be a good mother).

1860s

Betty Friedan writes *The Feminine Mystique*. Peggy Olson becomes the first woman in a high-powered position in advertising.

1963

Beyoncé is born!

1981

Murder, She Wrote shows that women can solve crimes too!

1984

Hillary Clinton, we guess . . .

1993

Beyoncé turns five!!

1986

Geraldine Ferraro becomes the first female vice-presidential candidate to run for a major party in the United States.

1984

Tony
Nancy K

Sex and th

So there you have it. We've come a long way, but we have so much more to do before the metaphorical *V* is truly equal to the metaphorical *D*. 'Cause let's face it: the literal *V* is absolutely *nothing* like the literal *D*! Here's why.

DICK VS. VAGINA

DICK	VAGINA
Has three smells: washed, unwashed, cursed	Has at least 27 different smells
Is usually 3 to 7 inches	Is usually 0 inches because it's a hole
Increase in size valued societally	Increased width over time not valued societally
Definitely ejaculates	Does <i>not</i> ejaculate, no matter what Karen keeps saying
Goes in holes	<i>Is</i> a hole

Even though we're no longer smoking two packs a day and sneaking Schnapps to survive a lifetime of housewifery, we still have so much more to do to improve the world for women. From day to night to the morning-after pill, feminism is a work in progress, and you have the power to shape it—with the help of us, a women's magazine that is now also a book!*

With the right tools and a dependable moisturizing routine, you too can be a beautiful, strong feminist. Heck, you probably are right now and don't even know it! But you better read this

book just to make sure, because there are a lot of things you are probably doing wrong. It's okay, girlfriend! Nobody's perfect.**

We're so glad you've decided to join us on this feminist journey through the femwilderness as we reach toward the white light of femquality. Do bring sunscreen. Do bring a bottle of water and a high-protein snack. But please do not bring Jen. We don't have time to listen to her shit right now. Now let us embark upon our odyssey through womanity!

You may have heard some ladies refer to *feminisms*, as in, "There is more than one type of feminism." And they're right! Feminism is multifaceted, with women of many different backgrounds and privileges working together for equality. Although there are several types of feminists, most feminists fall into one of two camps: Beyoncé and Taylor Swift. Your journey begins with one core decision, a decision you cannot undo once it is made; once you decide to be feminist, you need to know which of these two feminists you're going to be. To help you decide, here are some definitions we pulled straight from a book (it's our book; we wrote it).

TAYLOR VS. BEYONCÉ

TAYLOR SWIFT FEMINISM	BEYONCÉ FEMINISM
Doesn't kiss and tell; is very pretty, with symmetrical features and a flawless upper	Supports the unadulterated liberation of women from men while also embracing

midriff; always caters to the little people, and is never seen in public without a bold red lip. Is heavily influenced by the early Lena Dunham feminists; takes a strong feminist stance by talking mostly about dating and heartbreak. TSFs devote significant amounts of time to decorating themselves with pretty girlfriends in order to show that they support other women.

their sexuality, while also embracing marriage, while also embracing taking their husband's last name, while also embracing having sex in a bathtub.* Hey, we never said feminism wasn't complicated! Bey Fems have no problem admitting they are feminist and display their political aims via impeccable and luscious thighs as well as big glowing signs that say "FEMINIST."

Which kind of feminist are *you*? Write it in the comments! Oh, there's no comments section in this book? Well, we're still learning how this whole book thing works. Okay, just write it down on a piece of paper, attach it to a dove, and say your wish three times as you release the dove into the world. That way, you will for sure become a feminist! Good luck!

Plinky the Fairy Witch



*Luck you'll need, yes, luck times three.
You'll need pluck and you'll need me!
I'm Plinky the Fairy Witch, enchanté!
I guide new feminists on their way!*

So follow me, child, and hear my spell.

I'll guide you through book club, and potlucks, and hell.

For stresses will stress, and pressure will presh,

When you're a "FEMINIST" with a capital F!

Tee hee! Too hoo!

Follow me, little you!

I once robbed a bank in Kalamazoo!



DISCLAIMER

Plinky is a second-wave feminist fairy who was trapped in a tampon dispenser at Lilith Fair for twenty years. We think she's making that bank-robbery thing up, because she doesn't seem like the type. There is a chance that she's a dangerous radical, but for our purposes please try to ignore that. She has a lot of great things to say aside from the crime stuff, which, again, is probably not true. Just FYI!

HOW TO FEMINIST

Конец ознакомительного фрагмента.

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