Chick lit: the new face of postfeminist fiction?

Abstract
This study is a content analysis of ten chick lit books, a genre of women's fiction. Books were analyzed for five postfeminist characteristics as defined by Susan Faludi's backlash theory, outlined in Backlash: The Undeclared War Against Women and in further research on popular culture's notions of womanhood: 1) negative reaction to second wave feminism, 2) focus on the individual instead of a collective sisterhood, 3) desire for more traditional femininity through domesticity, consumerism, romance, and motherhood, 4) female identity crisis causing fears of a man shortage, a loudly ticking biological clock, and career burnout, and 5) feelings of anxiety over ability to make the correct future decisions. Analysis has found that chick lit does generally reinforce the notions of postfeminism/backlash, however the characters displayed anxiety over how to incorporate feminine paths into their lives and generally disregard motherhood.

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Postfeminist Fiction in Chick Lit Novels. Article. Full-text available. Dec 2015. Alina Ilief-Martinescu. The intersection of postfeminist arguments with popular culture and popular cultural forms is of great significance for investigating representational politics and issues of identity. Contemporary Women’s Autofiction as Critique of Postfeminist Discourse. Article. Oct 2018. Aust feminist stud. Yanbing Er. This paper identifies a new variant of chick lit, a non-fiction variety derived from contemporary memoir that could be called “chick non-fic.” An emerging group of young women writers is capitalizing on the essential comedic nature of chick lit, but, rather than producing fictional texts, has taken the genre in the direction of creative non-fiction. These chick-lit books won’t destroy the feminist ideals you embody and carry within you. Across the pond one year later, readers of England’s The Independent became captivated by its female columnist, only this one started out as fictional from the very beginning. Helen Fielding notes that she created Bridget Jones as part of an attempt to “write an anonymous column...using an exaggerated, comic, fictional character.” Chick lit books often contain humor and a sarcastic tone. Often, the main character is separated by physical distance from her family, and she often has many issues affecting her life at any given time. Most often, a chick lit book involves a
romantic relationship at least as a subplot. Other books commonly included in the chick lit genre include those authored by Candace Bushnell, including Sex
and the City, and several written by authors Marian Keyes, Sophie Kinsella, and Jennifer Weiner. Some references refer to chick lit as a form of post feminist
women's fiction. The idea of a post feminist woman is one who has a career but is also interested in a relationship and family. The main character is