Whether drugs or rock music, they all limited to the level of sensory enjoyment, that is, to achieve freedom through sensory stimulation and physiological satisfaction, so sex as the most natural way for humans to enjoy physiological enjoyment is obviously one of the important contents of counter-culture culture. For this, let us talk about the sexual Liberation movement.

## Sexual Liberation (Sexual Revolution)

A counter culture social movement that challenged traditional codes of behavior related to sexuality and interpersonal relationships throughout the US from 1960s to the 1980s. this movement has changed people's perception of sex to a great extent.

Sexual liberation mainly included increase publics’ understanding and acceptance of unconventional sex outside the traditional area like heterosexual and monogamous relationship.

It mainly about the normalization of contraception and the pill, premarital sex, homosexuality, legalization of abortion and others alternative forms of sexuality.

Origin :

1. The increasing public acceptance brought by counter culture trends in society in 1960s
2. Support from feminist thinkers
3. The development of control pill and penicillin in 1950s led to significant reductions in syphilis mortality, which spurred an increase in non-traditional sex
4. Baby Boom Generation – grow up in relatively prosperous and safe conditions with better access to education and entertainment than ever before. These leads to more permissive and informalized attitudes to this generation.

Ambition:

1.The counterculture wanted to explore the body and mind, and free the personal self from the moral and legal sexual confines of America

2.The sexual revolution of the 1960s was grew from a conviction that the erotic should be celebrated as a normal part of life and not repressed by family, industrialized sexual morality, religion and the state.

## Free love

A social movement beginning in San Francisco in the mid-1960s, belong part as sexual liberation.

"free love" emerged as a new culture. Its initial goal was to separate the law from sexual matters such as marriage, birth control, it argued that sexual relations should be freely entered into and should not be regulated by law and advocacy for women to use her body in any way that they please. Hippies use free love to preach the power of love and the beauty of sex.

## Feminism and sexual liberation

The sexual liberation movement has advocate women has right to choose her sexual partners free of outside interference or judgment.

Therefore feminists supported the sexual liberation movement since they believe the sexual liberation movements help advance women’s status by challenging traditional perceptions about female sexuality.

And many feminists thinkers believed that assertion of the primacy of sexuality would be a major step towards the ultimate goal of women's liberation, thus women were urged to initiate sexual advances, enjoy sex and experiment with new forms of sexuality.

The feminist movement has helped create a social climate in which women are increasingly able to be open and free with their sexuality, which enabled a spiritual liberation of sorts with regards to sex. Rather than being forced to hide their sexual desires or feelings, women have gained and continue to gain increased freedom in this area. Consequently, the feminist movement to end sexual oppression has and continues to directly contribute to the sexual liberation movement.

Core ideology: The pursuit of sexual pleasure for women, which subsequently was to set the foundation for female independence.