Content Strategy

Domain name: [www.4mygirls.co.za](http://www.4mygirls.co.za)

(1) Home page

Welcome to my site! This website was created as a useful and informative platform that discusses and provides resources on everyday experiences and global issues related to women. Herein lies all you need to know about social justice and activism, self-expression and self-esteem, women's health as well as remarkable and influential figures that have contributed to the liberation of women. I hope you enjoy your stay!

(2) About The Creator

* **Name**: Similo Qwabe
* **Nicknames**: Simi, Sim, Mizo (reserved for family members and friends from home)
* **Education**: 2nd year BA student @ Stellenbosch University
* **Area of origin**: Cape Town, Western Cape
* **Inspirational song**: "Find your Way Back" by Beyoncé
* **Most likely to**: Stay indoors on a weekend
* **Least likely to**: Smoke (never will!)
* **Inspirations**: My mom, Beyoncé, black women in general, and music.
* **Motivation for creating website**: To provide a platform that highlights the everyday experiences of all women (challenges and triumphs) and to amplify women's voices.
* **Social media**: Instagram @simi.qwabe, Twitter @similoqwabe, Pinterest @siimza, Facebook @Similo Qwabe

(3) Content page

Social justice and activism

* Intersectional feminism

Feminism as a broader term is the advocacy of women's rights on the basis of the equality of the sexes. When I think of the term "feminism" I am always reminded of author Chimamanda Adichie's book-length essay titled *We Should All Be Feminists* (highly recommended read!). In this essay Adichie argues that feminism should be embraced by all as opposed to it being seen as an insult, and defines a feminist as "a person who believes in the social, political and economic equality of the sexes". So, what is intersectional feminism specifically? The term intersectionality was coined by civil rights activist and professor Kimberlé Crenshaw and can be defined as “the interconnected nature of social categorizations such as race, class, and gender as they apply to a given individual or group, regarded as creating overlapping and interdependent systems of discrimination or disadvantage.”

* Why intersectionality is important

Historically, feminism has been centered around the issues experienced of White, middle-class women. The term "white feminism" is used to describe this type of feminism, which overshadows the struggles that women of colour, LGBTQ+ women and women of other minority groups face. “White feminism” depicts the struggles of White women as representing the struggles of all women and depicts the way white women face gender inequality as the way all women experience gender inequality, which is incorrect. Therefore by adding the idea of intersectionality to feminism, the movement becomes truly inclusive and allows women of all races, economic standings, religions, identities and orientations for their voices to be heard.

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* H3 …What does it mean to dismantle patriarchy?

The dictionary definition of patriarchy is "a system of society or government in which the father or eldest male is head of the family and descent is reckoned through the male line" or, in this context, "a system of society or government in which men hold the power and women are largely excluded from it." We as a society uphold the patriarchy when we reinforce onto others gender roles and traditions on how men and women "should" act. Within these stereotypical roles of men and women there is a power imbalance, in that men have been taught and conditioned into thinking that they should be in control and hold positions of leadership. In turn women are treated as inferior and expected to be passive and submissive towards men. To dismantle the patriarchy means to challenge these ideas. It means to seek freedom from patriarchy and any other forms of oppression that exploit and devalue women. It means to destroy the systems in place that currently hold men as superior to all other genders and to cultivate a society that treats everyone equally.

Read more here:  [What Dismantling the Patriarchy Really Means | elephant journal](https://www.elephantjournal.com/2019/12/what-dismantling-the-patriarchy-really-means/)

[What Is Patriarchy and Why We Should Dismantle It – Equality Apparel Co](https://equalityapparelco.com/blogs/equality-co-blog/what-is-patriarchy-and-why-we-should-dismantle-it)

Self-expression and self-esteem

Self-expression has to do with how we present ourselves and reveal who we are to others. It is the expression of one’s feelings, thoughts or ideas. This can be shown through art, fashion sense, way of speaking etc. Self-esteem, on the other hand, has to do with the confidence one has in their own worth or abilities. A positive self-esteem is determined by one’s firm belief in their personal values and principles, one’s ability to act according to what they believe is the best choice for themself, the strong belief that one not inferior to anyone and is rather equal in dignity, amongst many other qualities. A positive self-esteem also means that you are so grounded and certain on who you are and what you are worth, that you are not easily swayed or shaken by the destructive criticism or negative comments of others.

* What is body positivity?

Self-esteem is something that most women have had to work hard to build. We live in a society where women are demanded to be exceptional in the workplace and at being caretakers but are at the same time expected to not be overly confident and proud about our capabilities and achievements, objectified/reduced to their bodies and expected to fit into inconsistent and unrealistic beauty standards. The body positivity movement is therefore one of many social movements that came to be as a result of women fighting to claim autonomy and freedom from societal standards. Although the phrase “body positive” emerged in 1996, the movement in its current form began around the year 2012. Body positivity is a movement that aims to help all women to accept and love their bodies regardless of how they look or what they can do. Some of the goals of the body positivity movement include challenging how society views the body, promoting the acceptance of all bodies, helping people build confidence and acceptance of their own bodies and addressing unrealistic body standards. The movement gained popularity in pop culture and with the rise of social media. Many content creators and music artists have incorporated the message of accepting oneself and loving one’s body in their social media content and music respectively. What started out as a hashtag used by those within the fat acceptance movement quickly became widespread movement that represented people of all body types.

Read more here: [What Is Body Positivity? (verywellmind.com)](https://www.verywellmind.com/what-is-body-positivity-4773402)

* Knowing who you are

Self-expression relates to the outward manifestation of our innermost thoughts. It is how we share pieces of ourselves with those around us. Self-expression is based on our unique quirks and traits which we express through our unique preferences and styles. Knowing who you are is closely linked to your behaviour and how you express yourself. Authentic self-expression, especially as women, is what we should strive for. Being conditioned to conform to several standards makes it really hard for women to show up as their true, authentic selves. We are conditioned to adhere to beauty standards, respectability politics, gender roles, fashion trends, social status and so much more. As a result we become fixated on perfection and external validation (especially appeasing the male gaze), our creativity is stifled and we all follow the same trends, with no identity or sense of self outside of them. It is as Matt Haig put it in his incredible book titled *Reasons to Stay Alive*, “to be happy with your own non-upgraded existence [and] to be comfortable with our messy, human selves” in a society designed to force us into palatable categories and labels, “becomes kind of a revolutionary act.” No one does you better than you. Show up as nothing less than that.

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Women’s health care

South Africa has a dual healthcare system that features both private and public sectors. The private sectors have higher quality services and as such, they can be expensive to access. The public sector on the other hand is geographically and financially more communal and accessible. This sub-section mainly aims to provide external articles that offer detailed information on the state of women’s health care in South Africa as well as how you can affordably access a range of health care services, such as maternity care, gynaecologists, cancer screenings, fertility treatments etc. Expatica.com provides the following links for an overview of a variety of topics pertaining to women’s health, specifically within the South African context:

* [**Gynaecologists in South Africa**](https://www.expatica.com/za/healthcare/womens-health/womens-healthcare-in-south-africa-103183/#gynecologists)
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Women who made history

1. Marie Curie (7 November 1867 - 4 July 1934) pioneered research on radioactivity and was the first woman to win a Nobel Prize.
2. Rosa Parks (4 February 1913 - 24 October 2005) played a key role in the Montgomery bus boycott, a political and social campaign against the policy of racial segregation.
3. Lilian Ngoyi (25 September 1911 - 13 March 1980) was a powerful anti-apartheid public speaker who focused on women’s rights and the emancipation of black women in South Africa. She is known as the "Mother of Black Resistance".
4. Ada Lovelace (10 December 1815 - 27 November 1852) is considered to be the first computer programmer, as she is known for her work on Charles Babbage's proposed mechanical general-purpose computer.
5. Miriam Makeba (4 March 1932 - 9 November 2008) was a South African songstress and human rights campaigner who stood up against Apartheid by using her music to sing about her life and her fellow South African’s experiences. She was affectionately known as "Mama Africa" and "the Empress of African Song".
6. Winnie Mandela (26 September 1936 - 2 April 2018) was a South African anti-apartheid and activist. Her struggle and endless campaigns against apartheid, gender inequality, and abuse against Black women in South Africa earned her the title “Mother of the Nation.”
7. Florence Nightingale (12 May 1820 - 13 August 1910) is known as the founder of modern nursing and for her efforts to improve the qualities of hospitals
8. Helen Suzman (7 November 1917 - 1 January 2009) was a South African apartheid, human rights activist and politician who pursued racial and gender equality.
9. Frida Kahlo (6 July 1907 - 13 July 1954) was a Mexican artist that created paintings and drawings that explored gender, class, and cultural identity. She became an important figure for social causes including feminism.
10. Susan B. Anthony (15 February 1820 - 13 March 1906) was a key leader of the women's suffragette movement in the U.S. and fought for equality of all kinds throughout her life.

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[Women To Celebrate: 10 Inspiring South African Women - SACAP](https://www.sacap.edu.za/blog/management-leadership/women-to-celebrate-10-inspiring-south-african-women/)

(4) Blog page

Word of the Day:

* The question for this week is "can men be feminists?" and I think that they certainly can. I believe that there are a lot of misconceptions about feminism, two of them being that (1) it is only for women and that (2) feminists are anti-men. Both these ideas are incorrect. Feminism is for everyone who wants to dismantle patriarchal oppression and fight against misogyny because ultimately, they both hurt everyone. However, I think it is important that men are careful not to claim the forefront and speak over the voices of women as women are the ones most affected by patriarchy. Men’s relationship to feminism should be one of allyship, solidarity and accountability. I believe that feminists do not hate men, rather they hate misogyny and the patriarchal system that continuously oppresses women.
* Do you think men can be feminists? Let me know what your thoughts are in the comment section below.
* Subscribe to the newsletter by adding your e-mail address below:
* Follow on:

Instagram @4\_my\_girls

Twitter @4mygirls\_official

TikTok @thisis4mygirls

(5) Now Playing

* "Go Baby" by Cleo Sol
* About the song: Cleo Sol is an alternative RnB artist. I discovered her music in my matric year and I fell in love with her elegant, serene voice. The song I chose as the song of the day is a track from her surprise album titled *Heaven.* It has been stuck in my head since the moment I heard it for the first time. I hope you enjoy it as much as I do :)

(3) Content page

H2…Social justice and activism

* H3….Intersectional feminism

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