

Abstract - Fuck You, I'm a Girl!

They appeared suddenly in 1996, and dominated the charts during the 90s: The Spice Girls. As a child in 1996 you didn't really realise the lyrics "I'll tell what I want, what I really really want" from the Spice Girls' song Wannabe, actually is a feminist message. That realisation is a however a fact now in 2014. Or maybe not quite? Has feminism been tainted too much by negativity and is a fresh new sound warranted? In which way does modern day feminism lack the idea of the simple celebration of being a girl? The fundamental idea for a new movement within feminist ideology is based on the Spice Girls' message of Girl Power. Girl Power stands for standing up for yourself and your friends. Believing in yourself and feeling happy within your own skin, but most of all, having fun! Many girls have unconsciously been given this message from the 90s' onwards.

Girl Power in relation to culture could be seen as Girl Culture. Girl Culture stands for all that girls do, think and dream. It entails everything which enables us to understand what being a young woman means, now, as well as in the past. Girl Culture should serve as an inspiration and motivation to young women. Many aspects of Girl Culture have a positive character, without judging what girls think and dream of. How can these positive aspects of Girl Culture contribute positively to "girl empowerment"? Which role did 'Girl Power' play in this process during the 90s? Furthermore, which role could 'Girls Culture' from the 90s play within a new feminist ideology and what would we name this new movement?

We are Girlism. Girlism stands for the celebration of being a girl. The word girl is all inclusive and doesn't judge, every woman is a girl. Therefore: Girlism. It is for all girls. The feminist movement has a long history and therefore has a positive and negative value judgement. Feminism is about women as well as men, whereby the opposites between the sexes can be used to reinforce certain positive and negative ideas. The introduction of a new phrase as Girlism is necessary especially when focusing on the message of Girl Power. Girlism is about girls and girls alone. No comparison is made whereby Girlism is and can only be something positive. An important aspect of Girl Culture and therefore also of Girlism is to reclaim. Reclaim literally means 'taking back again'. Taking back something which has degraded, hurt and brought down girls. Girlism also stands for reclaiming feminism. For all feminism which has been tainted by negativity. Girlists will not be hurt and brought down any longer.