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Funds to Modern America History

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Women's Liberation Movement

After World War II, Americans lived through critical socioeconomic transformation with increasing demanded workforce in the service sector, and easier ways to keep the homes running with household techs. Mainstream media turned to target women more and more to boost sales and shape cultural attitudes. Amid Cold War, against Soviet Russia, America was on the building of a capitalist consumer society.

Then, of the greatest concern, where exactly was the position of women in society—work or home? Had women been living and developing to their fullest potential? Voting rights checked, but what did it really mean to be active citizens? The 1960s-1970s Women's Liberation Movement was all about making viral these fundamental concerns, proposing solutions, and editing out the misleading dream images of sex-based inequality.

Betty Friedan became a trendsetter with her 1963 book *The Feminine Mystique*. Friedan proved that there was all along “the problem that has no name,” which was shared by “housewives of all educational levels suffer the same feeling of desperation” (1963). Because it was never enough for a person to live only as their roles, women everywhere truly wanted more than having their avatars as the dream image of a housewife. For women then, what were greater personal freedom supposed to mean, whom were the American Dream built for?

The Equal Rights Amendment (ERA) needs to be updated, like always. In 1972, Phyllis Schlafly found a fraud in the recent updated version, which lowered women's rights of being

mothers and child-caring. Wife-support and child-support are inextricably necessary for all women because of their sex-based role in society. Equal rights did not mean to be treated plainly the same despite undeniable differences (Schlafly 1972).

Nevertheless, greater access to contraception and abortion was demanded. *Roe v. Wade* made viral big questions about the right to privacy, the state's restrictions, and how best to protect the potentiality of human life (Blackmun 1973). The case closed with tying state regulation of abortion to the three trimesters of pregnancy (Blackmun 1973).

Today, Americans live on the effects of Women's Liberation movement. Those fundamental concerns then are as fundamental as now. There is always the need to challenge society to continue figuring out the next best change. And like all, women ultimately are meant to see selves as fully humans with potential and basic needs to grow. Equal rights and opportunities—we're getting there by being active citizens today.

Works Cited

Blackmun, H. (1973) *Roe v. Wade*.

Friedan, B. (1963) *The Feminine Mystique*.

Schlafly, P. (1972) *The Fraud of the Equal Amendment*.