Erica Kugler

March 1nd 2020

Theories of Writing

Project Three: Final Paper

March 1st, 2080. I am predicting that the world in 50 years will turn into a

technologically savvy place with no escaping the past, present, or future. Self-driving cars,

robots, breathalyzer cars, 100% electric cars, social media galore, and so much more will be

present within society. Besides technology, hopefully, our government will have made major

steps in a positive direction as well. I predict that women will have successfully, and FINALLY,

received equal pay in the workplace, crime rates will be down by 50%, and society will slowly

be starting to understand the issues of mental health. All of these actions will have led to a better,

more productive society as a whole.

In examining the future of the feminist movement, it is important to look at its past and

the trends that have occurred over the past decades. Each wave of the feminist movement has

resorted in some sort of forward progress, which is why I predict major change will come

alongside the advancement of technology. In the past, and still today, main goals of the feminist

movement strive for equality, equity, and intersectionality. First-wave feminism, second-wave

feminism, third-wave feminism, and post-feminism all have brought positive change for the

movement, but also have received backlash along the way. Movements like celebrity feminism,

body liberation, and breaking down stereotypes are all things that have happened in such a short

amount of time due to the movements and their usage of social media. Celebrity Feminism is a sort of feminism that has pushes the feminist movement forward by the use of individuals using popularity or publicity to help promote the importance of the feminist movement. Body liberation can be defined as a way to look past what one looks like and understand that there is more to someone than just their physical appearance. This concept helps people all over the world feel better about themselves and how they see themselves. Positive steps like these are predicted to continue to happen within the next 50 years.

One of the biggest changes that society will see 50 years from now is the feminist movement and its interactions with technology and social media as a whole. Social media's presence within our lives today is extreme and overwhelming to most, but in 50 years our world will be like we could never even imagine. The Netflix original "Black Mirror" made predictions that most did not think would become a reality. This show is placed within the future of our society and talks about all of the technological advancements that are made. Just the title itself "Black Mirror" refers to looking at one's iPhone and seeing yourself in your personal black mirror. Other technological concepts that "Black Mirror" brings up are social ratings that float above people's heads in passing with the hopes of constantly improving their social ratings to an episode about a GPS system being put into individuals bodies. When thinking about this potential reality, the "Theories of Rhetoric" article comes to mind. This idea of rhetoric in terms of social media and the feminist movements can be seen as transactional, according to James Berlin. Berlin states that "transactional rhetoric does not locate reality in some empirically verifiable external phenomenon (sense impression or the quantifiable) or within some realm apart from the external (ideas or vision). It instead discovers reality in the interaction of the

features of the rhetorical process itself-in the interaction of material reality, writer, audience, and language" (155). By this, Berlin claims that one must give and by giving, this transactional rhetoric can take place within the environment or society. Like Ricket explains in his piece, our society can be thought of as an ambient environment which ties into this idea of transactional rhetoric. When thinking of this transactional theory applied to technology, the people and environment with which society uses the technology can influence how it is used on a larger scale. This approach allows society to give this idea that technology will become a reality within society's life whether this is wanted or not.

This ambient environment will construct the way society thinks about life, whether consciously or subconsciously, and affect the way people interact with others and the world as a whole. In terms of technology and its role in the feminist movement, power is an important aspect to keep in mind. This concept of an ambient environment comes with the idea that the environment is not changeable, and it just exists as it is. On the contrary, it is also something that constantly expands, similar to the feminist movement, especially when looking at the movement in the future in relation to technology and its ever-changing capabilities. To clarify, Ricket did not state that ecologies are fixed, but instead this idea that individuals themselves can make changes like these by listening alone in isolation.

Applying the Berlin reading as a basis of what this transactional environment could look like, "The Decadent Society" reading by Ross Douthat was one that I found very interesting when comparing the two. Berlin, Douthat, and Ricket all make the claim that a person can be affected by the environment in which they are a part of which can result in a shift of power dynamics. This article talked about power within politics and more specifically the White House.

I connected this reading to the "#TrumpEffects: Creating Rhetorical Spaces for Latinx".
Comparing these two readings was something I found extremely interesting because it allowed
me to look at how power figures use their power. As time has gone on, technology has made
more of a presence within our everyday lives as citizens. Power dynamics can be seen in most
situations and technology is one of them. Technology can be tied in with gender which impacts
power dynamics because historically, men have been constantly seen as the power holders of the
world. As women ban together, in massive numbers, standing for what they believe in, the
feminist movement, they are able to begin to break down this historical studcture that has been in
place for centuries.

As seen in the "#TrumpEffects: Creating Rhetorical Spaces for Latinx" article, Trump
uses power and technology via Twitter to make remarks and statements about certain groups of
people and issues that go on in society. A quote that connects perfectly with this idea of how
power and technology can go hand-in-hand and not be the best thing possible is the following:
"This, too, is what normalcy means in an era of governmental decadence—not epic disasters,
though those certainly come along, but simply an expectation that the government will fail more
often than it once did, that presidencies will effectively collapse more frequently, and that
changing parties or chief executives can affect the scale of the failures but not their predictability
and pace" (Douthat 3). Creating a space for the power technology to be used in a positive manner
would be such an effective way to create change, especially within the feminist movement.
Beyond this idea, Porter's article "Recovering Delivery for Digital Rhetoric" had similar ideas
about technology. While Douthat saw the absolute worst in the changes within technology while
Porter shared his interest and passion for technology it was interesting to compare the two

viewpoints on the subject. By doing this, the realization was made that technology can be both beneficial, and desctuctable for society, in many instances, including the feminist movement.

Twitter and other social media platforms are, for the most part, widely accessible, which is one of the five key components for digital delivery that Porter brings up within his article. This article ties in with both Douthat and Turner's articles when thinking about technology and its role within society today. Turner's article brings up President Trump's usage of Twitter, but more importantly the evolution of the computer and technology as a whole. It explains how our new media allows individuals to be heard and feel as though they have a voice. Along with these ideas, Jared S. Colton and Steve Holmes in the article "Generosity in Social Media", bring up the term 'slacktivism'. Slacktivism in the article is defined as ""activism" on social media that is limited toward a simple activity of retweeting without necessarily requiring any 'real' activist work" (95). There has been backlash on the term due to its "so-called democratic social media revolution" (97). This term could be used within the future of the feminist movement because backlash has always been a part of the feminist revolution. This backlash will look differently in the future due to the accessibility of technology. I predict that social media will have a large impact on backlash on platforms like Instagram, Twitter, and other social media platforms. In a more direct sense, I believe that celebrity feminist will begin to recieve hate tweets, comments, and posts about their ideas on the movement. Not having to deal with an individual directly and instead talking to someone through a screen allows individuals to say things that may not say if they were in person. This is a large issue that I foresee will rise as a problem.

This new voice given to all can be used in two ways: well or poorly. I believe that both of these voices within the media are being used and over time that will not change. The

accessibility of technology allows people to share how they feel quickly and often without thinking twice. This is what causes conflict and issues within our society and I predict that this is something that will not change. I do hope that as time goes on, more people will understand the importance of thinking twice before they share their opinions with the world. Many think that conflict is only seen as a negative thing, but the results of conflict after they are resolved can be a major moving force in change. The idea that things must get bad before they get better is one that is very apparent within the history and the future of the feminist movement.

Celebrities will continue to take a stand and use their power and influence for the good of society. With the urge to make the world a better place, many people will follow in their footsteps. Individuals tend to use social media platforms to follow their favorite celebrities and follow what they stand for, and most of the time when an individual likes a celebrity, they like what they stand for. Celebrity feminism is something that has been largely influenced by technology and its impact on society and individuals like Lizzo, Ariana Grande, Emma Watson, and Beyoncé will continue to use their fame and fortune to better the movement as a whole. In 2080, celebrity feminists will continue taking a stand for the rights they deserve by doing things like banding together, reaching out to different social classes, having conventions about the importance of sticking together, and creating technological outlets for people to come together to find a solution to the issues pertaining to the feminist movement. Beyond celebrity feminism and its relationship with technology, this widespread feminist movement will allow others, with less power, to have the confidence to stand up for what they all believe in.

With all of these sources in mind, the history of the feminist movement, and the future of technology, major change is predicted to occur in 2080. While understanding transactional

rhetoric and the impact technology has on feminism this positive change is possible and will be our future. 2080 will feel like a whole new world for feminists and females all over the globe. A sense of equality, liberation, and freedom will finally be given to all, largely due to the influence of social media on the feminist movement. Using technology as a leading force to instill change is something that is extremely possible and will make the world a better place. I believe that this future rhetoric is possible as long as the correct steps are taken to ensure this positive change.

Works Cited

Berlin, James. *Theories of Rhetoric*. Southern Illinois University Press, 1987.

Colton, Jared S., and Steve Holmes. *Rhetoric, Technology, and the Virtues*. Utah State University Press, 2018.

Douthat, Ross Gregory. *Decadent Society*. Avid Reader Press, 2020.

Porter, James E. "Recovering Delivery for Digital Rhetoric." *Www.sciencedirect.com*, Elsevier.

Slaughter, Stephany. "#TrumpEffects: Creating Rhetorical Spaces for Latinx Political Engagement." *Project Muse*.