



"SEXIST OF THE YEAR" AWARD

OPEN INTERNET-VOTING

The pressure group "Pro Feminism"

2010-2012

Moscow

THE PRESSURE GROUP “PRO FEMINISM”: ABOUT US

- The pressure group “Pro Feminism” was created in Moscow in 2010 for the promotion of feminist ideas and the integration of civil rights activists.
- “Pro Feminism” is a voluntary organisation to raise awareness of women's issues and promote active campaigning in Russia.
- Our slogan is “Feminism is our choice!”



THE RATIONALE

- Sexism is an ideological component of gender violence aimed at the social segregation of women. Sexism is a set of ideological convictions based on a belief in physical and psychological inequality between men and women and the decisive impact of sex differences on history and culture. Sexist ideology comprises ideas of a primordial differentiation of humanity into the male upper group and female lower group, with the former allegedly creating civilization and culture and predestined to rule over the latter.
- The goal of the established award “Sexist of the Year” is to stop the orgy of sexism in mass media and advertising. Our objective is to attract popular attention to the problem of sexism and initiate the passing of a special law that would guarantee the absence of hate speech against women in information space.

SEXISM IN RUSSIA AND RUNET

- As we have observed sexism in popular culture, it has become worse, because of the rise of commercial culture, which means that stereotypes are used to promote products, and women in particular are turned into a commodity to conform to patriarchal stereotypes. Under patriarchal norms, women are treated as goods to be sold, and goods themselves are sold as if they were women.
- In the Russian media, there is very aggressive orthodox religious propaganda which is supported by government policy due to the economic situation, and the objective is to remove women from the economic sphere and keep them contained in the private and domestic sphere, to preserve their roles as carers and supporters of men and children.
- The difference is that European governments are making an effort, on the whole, to try and control sexism, whereas in Russia sexism is becoming more prevalent because it's being supported by government policy. In Russia, it's in the government's interest to support patriarchal culture for reasons of commercial gain, because most powerful people in the political sphere are men.

OUR WINNERS

- 2010 - The Belarusian Central Election Commission's Chairperson Lidia Yermoshina for her notorious statement at a press-conference on the election results. Talking about women who took part in mass protests against falsified election results, she said: "...these women are wasting their time. They'd be better staying at home and cooking borsch [soup] rather than taking to the streets". The organizers presented Yermoshina with a saucepan for her award.
- 2011 - Vsyevolod Chaplin, archpriest (Russia) for his suggestion to introduce an Orthodox Christian dress code for women and Elena Mizulina, the Member of Parliament, for lobbying for misogynist legislation and amendments based on superstition and limiting women's reproductive rights and access to safe abortion.
- 2012 - Herman Sterligov for his hate speech against the law on gender equality. In particular, for claiming that it is "genetically impossible" for a woman wearing a "modest" long skirt to be raped, and referring to women fighting for equal rights as "vile old women" and the Orthodox psychologist Irina Medvedeva for opposing a law against domestic violence on the ground that this law would be used for persecuting "innocent" offenders who were "provoked" by their victims, and parents, who, according to Medvedeva, have the right to use physical violence against their children.

EXAMPLES OF SEXISM IN COMMERCIAL CULTURE

- In one advert an accessories shop displays a naked woman in a poster along with the products, with the slogan: "Emergency Accessories for Life"
- "A naked woman, the scent of pine, and mandarins, what a magical life. Happy new year, stud". (from a Night-club party ad).
- "Free trial lesson" - a gym billboard, in which a woman caresses a man lying down.
- "Your favorite dumplings" – advert for dumplings.
- "Sucks off for a kopek" – advert for a vacuum cleaner.

