

# What Is Misogynoir?

Alexis Ward

## Let's Break It Down

Misogynoir, first coined by feminist writer Moya Bailey, is defined as “the specific hatred, dislike, distrust, and prejudice directed toward Black women.”

It's Intersectionality, “the complex, cumulative way in which the effects of multiple forms of discrimination (such as racism, sexism, and classism) combine, overlap, or intersect especially in the experiences of marginalized individuals or groups.”

Simply put, a Black woman's race and gender make her both the target of racism and misogyny outside of and even *within* the Black community.

Outside the Black community, It includes centuries old stereotypes that evolved into media tropes like the Mammy, the Sassy or Ratchet Black woman, the Jezebel or oversexualized Black woman, or the Tragic Mulatto. It preys on anti-blackness and misogyny within American and even International media. The following depicts these tropes:

A scene from a film showing a white woman in a yellow dress and a Black woman in a black dress and white headscarf. The white woman is standing and looking towards the Black woman, who is seated and looking down. The background features red curtains and a painting.

**THE MAMMY**

A scene from a film showing a Black woman in a blue dress with gold jewelry. She is seated and looking down at her hands, which are holding a small object. The background is a simple room with a bed and a lamp.

**THE SASSY /  
THE RATCHET  
BLACK WOMAN**



FANNIE HURST'S  
BEST-SELLING NOVEL OF  
TODAY'S TORMENTED  
GENERATION!



UNIVERSAL-INTERNATIONAL presents

LANA TURNER  
JOHN GAVIN

# Imitation of Life

*in Eastman* **COLOR**

CO-STARRING

SANDRA DEE  
DAN O'HERLIHY  
SUSAN KOHNER  
ROBERT ALDA  
WITH  
JUANITA MOORE  
MAHALIA JACKSON

singing "Trouble of the World"

HEAR

**EARL GRANT**

sing "Imitation of Life"



Screenplay by B

Pro

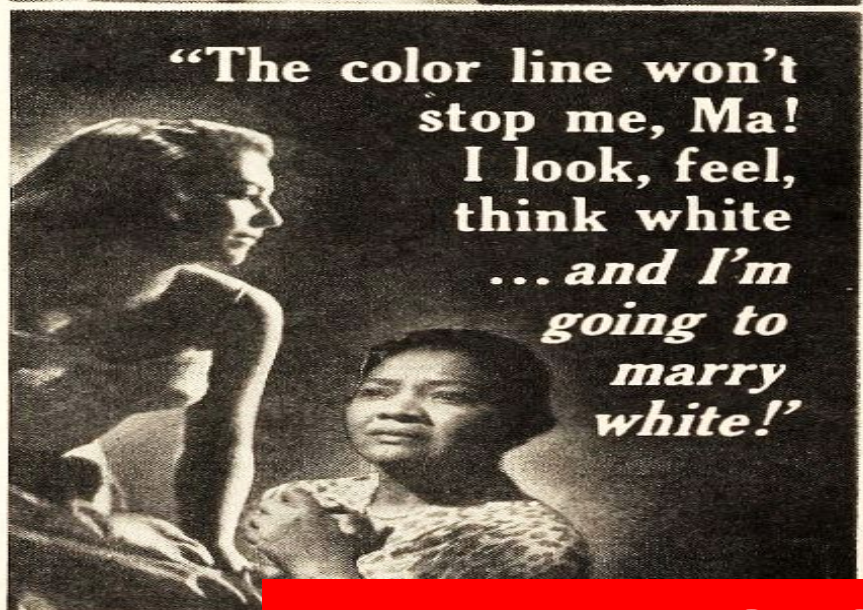
"You've given me  
everything a  
mother could,  
but the thing  
I wanted  
most ...  
*your  
love!*"



"I'll get the things  
I want out of life...  
*one way—or another.*  
*From one man—  
or another!"*



"The color line won't  
stop me, Ma!  
I look, feel,  
think white  
... and I'm  
going to  
marry  
white!"

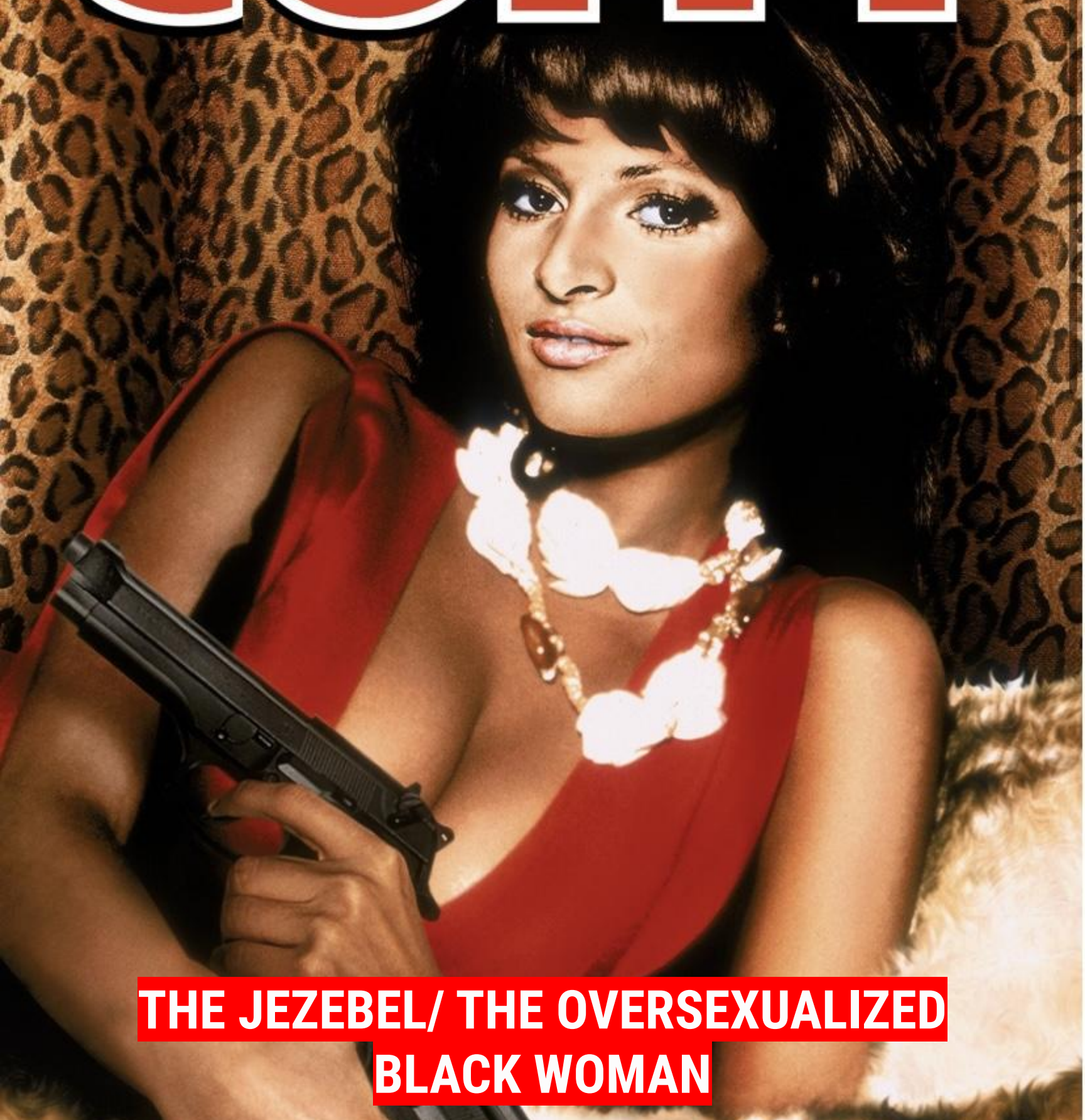


**THE TRAGIC  
MULATTO**

WATCH THE ACADEMY AWARDS TELECAST A



# GOFFY



**THE JEZEBEL/ THE OVERSEXUALIZED  
BLACK WOMAN**

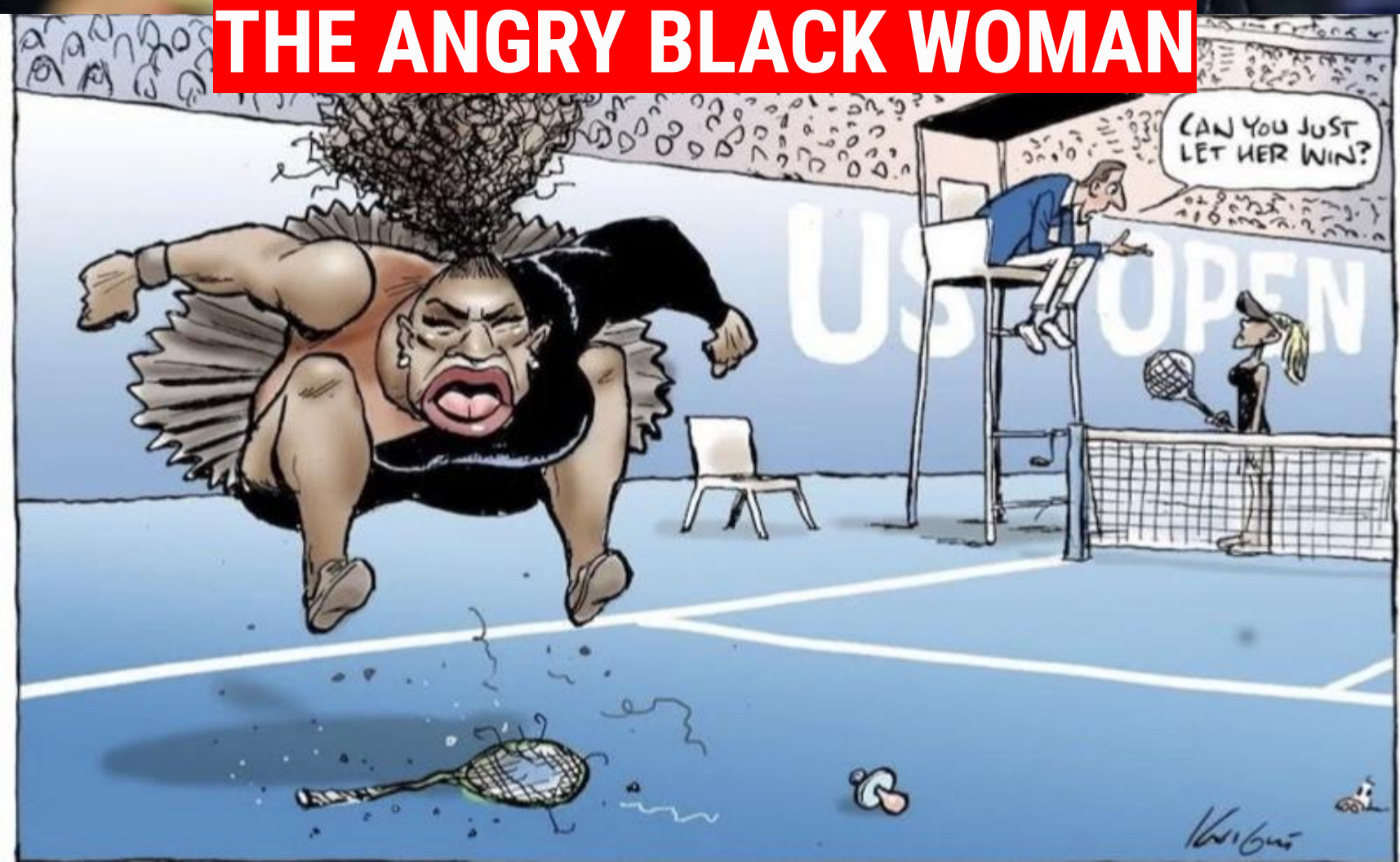








# THE ANGRY BLACK WOMAN



# So We Know Mainstream Media Perpetuates Misogynoir, **What About the Black Community?**

Well.....not exactly. Misogynoir in the Black community time and time again is the love child or the *love children* of racism and misogyny. This is defined and manifested in three key terms, colorism, texturism, and featurism.

Colorism is defined as “prejudice or discrimination especially *within* a racial or ethnic group favoring people with lighter skin over those with darker skin.”

Texturism follows suit, as it’s defined “favoring or praising Black hair with looser, finer curl patterns. It’s generally associated with mixed and biracial women but of course, that’s not always the case.”

Featurism is defined as “a prejudice towards individuals with certain features and a preference towards those with features that correlate with a set beauty standard.”

Together, all three gear toward a set beauty standard....a White or Eurocentric one that’s impossible to adhere to unless you were born with them or put yourself in harms way physically and mentally to achieve a semblance of it.

And sadly enough, Black media outlets AND members of the Black community praise this standard whether blatant or subconsciously:



# EBONY



ARE  
NEGRO  
GIRLS  
GETTING  
PRETTIER?

FEBRUARY 1966 50c







THE BEAT GOES ON 17 November 2011 # 996 R12,00 (R14,99 VAT incl) Other countries R10,53 (tax excl)

# DRUM

**EXCLUSIVE**  
**AT HOME WITH**  
**LEBO M & ANGELA**  
 Life after alcoholism  
 – my second chance  
 at happiness

**Crown Gospel**  
**awards**  
**ALL THE**  
**WINNERS**  
**– AND**  
**LOSERS**

**KZN LAND GRABS**  
 'It's our land  
 – we want  
 it back'

**EXCLUSIVE**  
 Boom Shaka reunites  
 to honour Lebo

**Mshoza opens up** about her bleached skin, plastic surgeries, how much it cost and 'how her man now loves her more'

**'I WAS TIRED OF BEING UGLY'**

**PICS INSIDE**

9 770419 720002 42996



**betterlife** DRUM

**ADVICE** Work options after matric  
**FOOD** Tasty treats for diabetics  
**PARENTING** The dangers of social networking

**SHAME, SHAME, SHAME!!!**





Dear Black Girl,  
  
You don't have  
to be mixed to be  
beautiful.

**problkthought** Your African features are all you need for attractiveness. Never tell yourself or let anyone tell you that in order to be attractive you must be mixed.



**no.chill.gil** ✓ How black are we talking??? Not to be funny can u name a beautiful **black** women on the outside...not brown skin...like tyrese black...top 50 most beautiful women off all time...the darkest women they have is (Keshia knight Pullman aka Rudy)(gab)) union)(taral hicks)(Serena Williams)



24,256 likes

**theshaderoom** Someone take #GilbertArenas phone --  
Swipe Right!



**no.chill.gil**  When u say African features black then u have (#1 lupita n'yonga) and she's cute when the lights are off second is (Ajuma nasenyana) sorry but ewww so the beautiful black women u try to boost up is technically light skinned or brown skinned...



24,256 likes

**theshaderoom** Someone take #GilbertArenas phone -- Swipe Right!

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**tia\_becca\_** His mom's is black tho... so is his granny  
   I know a lot of beautiful black girls.



April 14, 2017



In Conclusion. . . . .

# What Is Misogynoir?

It's when you're too kinky for the White Women  
And too kinky for the Black Men  
Who join forces to call your crown kinky, nappy,  
Call your features undesirable,  
Call your spirit undesirable  
Too strong to waver, bow, submit.  
It's when as a Black Woman,  
No one sees your femininity  
But can undermine you 'cause ain't you a woman?  
And no one wants to see color  
But can still undermine your skin  
'Cause ain't you Black?  
Yes Misogynoir is a double edged sword  
Where both sides are sharp  
And seek to cut you down a size  
For being Black,  
For being a Woman,  
For being a Black Woman.

May I burn my cape?