This article was downloaded by: [189.122.57.117]
On: 13 April 2014, At: 10:43
Publisher: Routledge
Informa Ltd Registered in England and Wales Registered Number: 1072954 Registered office: Mortimer House, 37-41 Mortimer Street, London W1T 3JH, UK

Porn Studies
Publication details, including instructions for authors and subscription information:
http://www.tandfonline.com/loi/rprn20

Feminism and the mainstream

Stoya[a]
[a] California, USA
Published online: 21 Mar 2014.

To cite this article: Stoya (2014) Feminism and the mainstream, Porn Studies, 1:1-2, 201-202, DOI: 10.1080/23268743.2014.888256

To link to this article: http://dx.doi.org/10.1080/23268743.2014.888256

PLEASE SCROLL DOWN FOR ARTICLE

Taylor & Francis makes every effort to ensure the accuracy of all the information (the "Content") contained in the publications on our platform. However, Taylor & Francis, our agents, and our licensors make no representations or warranties whatsoever as to the accuracy, completeness, or suitability for any purpose of the Content. Any opinions and views expressed in this publication are the opinions and views of the authors, and are not the views of or endorsed by Taylor & Francis. The accuracy of the Content should not be relied upon and should be independently verified with primary sources of information. Taylor and Francis shall not be liable for any losses, actions, claims, proceedings, demands, costs, expenses, damages, and other liabilities whatsoever or howsoever caused arising directly or indirectly in connection with, in relation to or arising out of the use of the Content.

This article may be used for research, teaching, and private study purposes. Any substantial or systematic reproduction, redistribution, reselling, loan, sub-licensing, systematic supply, or distribution in any form to anyone is expressly forbidden. Terms & Conditions of access and use can be found at http://www.tandfonline.com/page/terms-and-conditions

Porn Studies, 2014
Vol. 1, Nos. 1–2, 201–202, http://dx.doi.org/10.1080/23268743.2014.888256

Routledge
Taylor & Francis Group

FORUM

Feminism and the mainstream

Feminism and pornography both have slippery definitions. Feminism is applied to a broad and diverse set of values, worldviews, and actions. When a woman demands basic rights and fair treatment, it is usually called feminism. When a person builds a for-profit career on the discussion of gender or protection of women's rights, it is frequently called feminism. On one end of the feminism spectrum are people who believe that all heterosexual activity and all sexualized images of women are inherently exploitative, violent, and harmful to all women. At the other end are women who think that feminism is no longer necessary or that having a vagina makes their every frivolous choice a feminist act.

Pornography is most easily defined as an elephant test; we know it when we see it, but our individual definitions vary. Pornography contains a broad spectrum of aesthetics, sexual acts, and target audiences. It can be text, a photograph, video, and possibly auditory. The content produced by companies such as Kink and Brazzers is definitely porn, but recent Carls Jr burger commercials have been labelled pornographic. A very small amount of producers and directors in the adult film industry have absolutely zero regard for the health or safety of the performers they hire. Some other producers and directors set general well-being and quality of working conditions for performers as a very high priority. Most, due to their individual combinations of morality and desire to minimize their own liability, fall somewhere in between.

I believe that feminist pornography is very possible and see Tristan Taormino, Courtney Trouble, and Shine Louise Houston as producers and directors who are currently making it happen and have been for years. Depending on your definition of feminism, you might see their work in a similar way. My six years working in hard-core pornography have been spent in the mainstream, heterosexual-targeted, and capitalism-driven end of the adult industry. Movement allegiances and ideologies aside, I am a supporter of ethical practices and the improvement of working conditions for all adult performers, regardless of gender, genitals, or the genres of adult media they work in. I see your feminism and raise it with generally-do-not-be-an-exploitative-jerkism.

Brightly lit shops such as Babeland, the proliferation of internet access, and continued sexualization of greater western culture have resulted in wider discussion of the adult industry. This visibility has opened up new markets for adult films and novelties, and it has also opened the adult industry up to public scrutiny. Accountability to consumers, society as a whole, and the governments of the places we film in cannot be too far behind. If mainstream pornography wants to remain viable as an industry, we are going to have to get more proactive about operating ethically.

© 2014 Taylor & Francis

Downloaded by [189.122.57.117] at 10:43 13 April 2014

It is all anecdotal, but in my experience a sizable amount of porn consumers are extremely vocal about their preference for authenticity in sex scenes. They express desire for scenes where people are (or do a very good job of appearing to be) excited and aroused by the scenario they are performing in and the partners they are performing with. Even most stereotypically misogynist dudes want to believe that the orgasms they see are real – they just tend to phrase it less nicely. What better way to provide authentic arousal, chemistry, and real orgasms than booking people who want to have sex with each other together and hiring performers to perform acts they enjoy?

Stoya
California, USA

Downloaded by [189.122.57.117] at 10:43 13 April 2014