

THE NEW MATING GAME

A Noted Author-Therapist Warns of Reverse Sexism

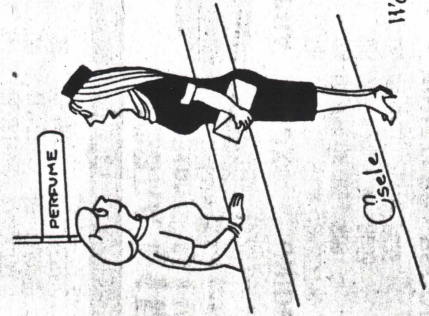
by warren farrell

ITEM: Why would Simon and Schuster publish a book called *No Good Men? Imagine No Good Jews or No Good Blacks*.

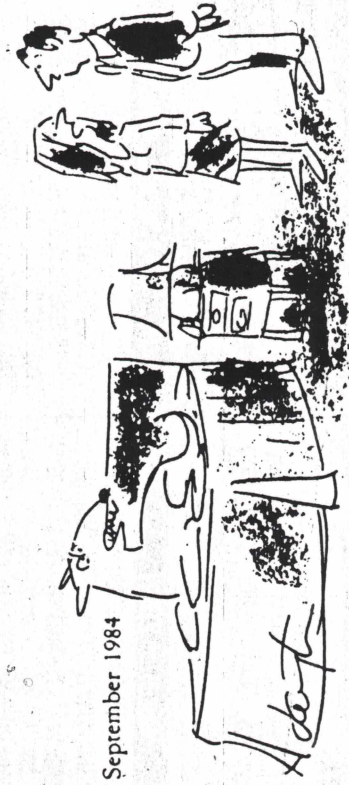
ITEM: Why is it that the more "independent-oriented" the women's magazine, the greater the attack on men? Three examples:

Each "item" is an example of the "new sexism." The new Hite Report elevates the new sexism to the level of a science. For example, "the sample reveals" 15 major problems in love relationships. All 15 are problems with men; *none* are problems with women. Ex-

women. Here is her primary example of emotional harassment: It is 1:30 a.m. at a dance. By the woman's account, this is the first time she has informed her husband that she has not been enjoying the dance. She reports he then agreed to leave, but that she became furious when he was still



Woman, April 1985



Cosmopolitan, September 1984

"My birth-control device."

completing goodbyes 45 minutes later. So she leaves by herself, takes the car, but sees

L.A. WEEKLY November 20-26, 1987

Stage 2, divorces brought an end to "marriage as economic security for a lifetime." The fantasy of career-as-option was rejected. It was replaced by her new reality: career-as-obligation. When the hope for economic freedom became the reality of economic necessity, this created anger. She still wanted to "marry up."

But the men who were most "up" were married or mostly enjoying their singleness. Her anger, then, began not because men were playing old roles, but because men were *failing* to play old roles. She wanted new sensitivity plus old roles. (Alan Alda was admired not because he was merely sensitive, but because he was sensitive *in addition* to being a success.)

How did she handle this rejection of career as option? Women's response was the same as men's: Objectify. In male pornography, women were sex objects; in female pornography or romance novels, the men were "success objects." Women's soft porn helped them defend against the loss of career-as-option. For career to be an option he must be a success and she must be married. When one of these fails to occur — or when she falls in love with a successful jerk — rather than turn to a man who is sensitive but not successful, she turns men into relationship objects: It's not you — it's him.

Enter the new sexism. If her last relationship broke up, it was because he was "Foolish Choice A" or "Foolish Choice B." Or not only was he a woman-hater, but the relationship itself was "Wendy's Dilemma." If her next man sensed her alienation and was afraid to commit, it was because he was immature — a Peter Pan, as

"I want a perfume that says to a