In this study I analyze the ways in which the concept of woman is presented, defined, and deconstructed in feminist theorizing. My focus is postfeminism, but I start by analysing the second wave feminisms as a background of postfeminism.

This study is a combination of a review and an analysis of theories and concepts used in feminist academic writing. I have read systematically the texts written by different theorists and basing on these writings tried to form clear analyses on the subject of the category of women. I have chosen to analyze theorists that have formulated new kinds of theoretical approaches and who are constantly cited by other writers as well as those who are closely connected to and good representatives of the issues concerning this work.

I have divided postfeminism into two different currents by employing Susan Bordo's classification. First current of postfeminism deals with theorists of the Third World and the second current deals with deconstructionally oriented theorists. I have analyzed these currents in relation to postfeminism in terms of their approach on power, identity, and feminist politics. Second wave feminism's approach on these issues is based on modernist thinking; power is seen as something that one has or does not have and preexisting identity is considered to be a condition for feminist politics. Postfeminism, which is based on postmodern approach, sees power as the central constitutive of our reality and the division of sexes. Preexisting identity is not seen as a basis for political action, instead, identities are constructed and deconstructed in political action, and cannot be separated from one another.

To conclude, it can be said that the first current of postfeminism is actually closer to modern, second wave feminism, in terms of its approach on power, identity, and feminist politics, than to postmodern approach. Writers of the first current want to make the category of woman more inclusive, they do not want to deconstruct the whole category. Writers of the second current deconstruct the category of woman and the binarism man/woman. This approach is, in my definition, postfeminist.

Important reference in this work is Susan Bordo's article "Feminism, Postmodernism, and Gender-Scepticism" (1990). I use her categorization of postfeminism as an analytical tool in this work.