

“Once dismissed as a teenage phase, raunch culture is now a path to the presidency. Bernadette Barton inspires us to take America back. Deftly teasing apart notions of sex positivity, sexual liberation, and radical feminism, she exposes raunch culture’s pernicious lie: that pornification is empowerment. And not a moment too soon.”

**LISA WADE**

author of *American Hookup: The New Culture of Sex on Campus*

“*The Pornification of America* is an excellent book for considering how sexism shapes popular culture and consequently public vernacular and social relationships. This is a great read for students or for any reader curious about the politics of raunch culture.”

**KRISTEN BARBER**

author of *Styling Masculinity: Gender, Class, and Inequality in the Men’s Grooming Industry*

“From incels to pastors to politicians, nobody is exempt from the objectified and self-objectified raunch culture that Barton portrays. This book aims to deprogram readers’ subconscious conditioning and create the mental space to imagine a sex-positive revolution, not merely sexist shadows of that goal.”

**SHIRA TARRANT**

author of *The Pornography Industry: What Everyone Needs to Know*

“Barton has a sophisticated awareness of feminist debates that are attuned to both protecting women’s right to bodily self-determination—and our right to do what we please with our bodies—while simultaneously remaining critical of sexist and racialized cultural commodifications that can have insidious effects on women’s sense of feminist freedoms.”

**LYNN CHANCER**

author of *After the Rise and Stall of American Feminism: Taking Back a Revolution*

“In her timely book, Barton shows us how raunch culture has invaded every aspect of our lives—personally, professionally, and politically. This book should be used on college campuses across the country to stimulate debate on how we got here, why it matters, and what we can do to change it.”

**KATHLEEN A. BOGLE**

author of *Hooking Up: Sex, Dating, and Relationships on Campus*

**P**ictures of half-naked girls and women can seem to litter almost every screen, billboard, and advertisement in America. Pole-dancing studios keep women fit. Men airdrop their dick pics to female passengers on planes and trains. Donald Trump has bragged about grabbing women “by the pussy” and the former First Lady Melania Trump has modeled nude.

In *The Pornification of America*, Bernadette Barton explores “raunch culture,” explaining what it is, why it matters, and how it is ruining America. She exposes how internet porn drives trends in programming, advertising, and social media, and makes its way onto our phones, into our fashion choices, and into our sex lives. From twerking and breast implants to fake nails and push-up bras, she explores just how much we encounter raunch culture on a daily basis.

Drawing on interviews, television shows, movies, and social media, Barton argues that raunch culture matters not because it is sexy, but because it is sexist. She shows how young women are encouraged to be sexy like porn stars, and to be grateful for getting cat-called or receiving unsolicited dick pics. As politicians vote to restrict women’s access to birth control and abortion, *The Pornification of America* exposes the double standard we attach to women’s sexuality.



BERNADETTE BARTON is Professor of Sociology and Gender Studies at Morehead State University, and the author of *Stripped: Inside the Lives of Exotic Dancers* and *Pray the Gay Away: The Extraordinary Lives of Bible Belt Gays*.