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THE GREAT HE-CESSION: WHY FEMINISTS SHOULD RALLY FOR THE END OF WHITE SUPREMACIST CAPITALIST PATRIARCHY

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During the last global recession, economists, bloggers, and journalists from Australia to Canada argued that unemployment had hit white male workers harder than other demographic groups, spawning a "Great He-cession" that triggered the "death of macho" and made it difficult for men to "regain" "their lost ground" (Anderssen and Scoffield 2001; Hopkins and Collinson 2009; Macken 2009; Rampell 2009; Salam 2009; Zinczenko 2009). Feminist media scholars should interrogate news coverage of the Great He-cession of 2009 because it shows how media mobilize gender and race to distract attention from systemic and intersectional understanding of economic downturns. The "mancession," moreover, has shaped US news, scholarship, and television content (Baker 2013; Caplan-Bricker 2013; Kimmel 2013a, 2013b; Rosin 2013; Stanley 2011), policy debates in the EU (Maier 2010), and understanding of changing marital norms in Uganda (Uganda: Husband shortage looms 2012). I argue that news stories on the he-cession—including ones that contest its existence—corset debates that could build class solidarity across gender, racial, ethnic, and national lines without losing sight of how downturns deepen disparities. Although the hecessionary moment originated in the USA, it highlights cracks in White supremacist capitalist patriarchy that should inspire feminist mobilization around the world (hooks 1984).

Evidenced by the US male unemployment rate's surpassing women's, conservative economist Mark Perry argued, "The 2008 Male Recession" had arrived. Perry attributes this upheaval to men's concentration in manufacturing and construction, sectors hardest hit by layoffs (Perry 2008a). Claiming, "the US recession has been a catastrophe for men, but merely a downturn for women," Perry blames "the 'lipstick economy'" that "rewards

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