# Conservative 'womanosphere' movement aims to reshape young women’s roles and views



A new cultural phenomenon, dubbed the "womanosphere," is garnering attention as a movement characterised by a conservative and gender-essentialist perspective aimed at young women. This concept refers to a strategic cultural effort by right-wing groups and personalities to influence women's views on gender roles, femininity, and politics.

One of the notable manifestations of this trend is the rise of "Evie" magazine, an American glossy publication styled after mid-20th century women's magazines like Cleo and Cosmopolitan. However, unlike its predecessors, Evie promotes a lifestyle and worldview steeped in conservative values, including discouragement of feminist political engagement, emphasis on traditional gender roles such as domesticity, and endorsement of virginity until marriage. The magazine's content includes makeover advice and lifestyle tips that oppose liberal attitudes on women's autonomy. For example, a recent issue featured Hannah Neeleman from Ballerina Farm, whose portrayal embraces a pastoral, servitude-oriented model of femininity reminiscent of historical rural life. This imagery and messaging position traditional subservient roles as aspirational for women, including partnerships with wealthy men.

This development in American media is part of a broader cultural campaign. Prominent conservative figures such as Candace Owens are rebranding themselves to appeal as lifestyle influencers, blending pop culture commentary with political messaging that aligns with right-wing ideology. Owens has notably been barred from entering Australia due to concerns about her potential to incite discord.

The political context includes efforts by former President Donald Trump and his allies to reshape media and cultural landscapes. Trump’s administration has appointed figures like Mel Gibson as Hollywood envoys and has coordinated funding flows to media creators who support conservative perspectives on gender and social order. Leonard Leo, a key conservative legal activist, highlighted in 2024 the objective of "crushing liberal dominance" in entertainment media, underscoring this cultural battlefront.

This cultural shift aligns with Steve Bannon’s strategic view that politics is deeply influenced by culture, utilising online communities such as 4chan to normalise extremist views within political discourse. Trump’s resonance with reality television, professional wrestling, and mixed martial arts fandoms exemplify how intertwined entertainment and political identities have become, facilitating voter affinity based on cultural familiarity rather than policy details.

The emergence of the womanosphere represents an attempt by this conservative movement to penetrate areas traditionally dominated by young women's interests, such as makeup, fashion, celebrity culture, and pop music fandoms. The Guardian reports that while US political conservatism is intensifying, similar but smaller conservative influences are noted among young women in Australia, evidencing the transnational nature of this cultural phenomenon.

This movement reflects a resurgence of gender-essentialist and authoritarian ideas, encouraging women to embrace roles as wives and homemakers within a male-dominated social framework. It represents a coordinated cultural strategy to influence a significant demographic by reshaping lifestyle and identity narratives through familiar media formats.

The Guardian is reporting that whether this conservative cultural offensive will significantly alter the current trajectory of young women’s social and political attitudes remains to be seen. The ongoing dynamics highlight the complex interplay between media, culture, and politics in contemporary society.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.eviemagazine.com/post/new-data-reveals-hidden-conservative-beliefs-among-young-women> - This article from Evie Magazine presents survey findings that challenge the notion that women are inherently more aligned with liberal ideologies, revealing significant conservative beliefs among young women.
* <https://www.eviemagazine.com/post/exclusive-rfh-on-the-manosphere-semi-ironic-radical-feminism-and-being-love-pille> - An Evie Magazine interview discussing the influence of the manosphere and the emergence of semi-ironic radical feminism, highlighting the complex dynamics within conservative women's media.
* <https://www.the-express.com/news/us-news/156305/ballerina-farm-evie-magazine-trad-wife-trump> - This article covers the controversy surrounding Evie Magazine's 2024 edition featuring Hannah Neeleman, known as 'Ballerina Farm,' and the discussions about traditional wife culture.
* <https://www.marieclaire.com.au/news/celebrity/ballerina-farm-evie-magazine-controversy-explained/> - Marie Claire provides an in-depth explanation of the Ballerina Farm Evie Magazine controversy, discussing the implications of featuring Hannah Neeleman in the context of traditional wife culture.
* <https://apnews.com/article/eedd9b2f77a289b44a517719008f9730> - This Associated Press article reports on Candace Owens being barred from entering Australia due to concerns about her potential to incite discord, highlighting the political context of conservative figures rebranding as lifestyle influencers.
* <https://apnews.com/article/4097696cfe907497545df562c7f2b1ef> - An Associated Press article detailing the reversal of Candace Owens' visa refusal in New Zealand, emphasizing the political dynamics surrounding conservative figures in media.
* <https://www.theguardian.com/commentisfree/2025/apr/30/womanosphere-femosphere-cultural-assault-on-women-ntwnfb> - Please view link - unable to able to access data