

The trouble with Hooters

A joint commentary by Bristol Feminist Network and Bristol Fawcett

“Hooters” ...

Degrades men.
Objectifies women.
Sexualises babies.

We are living in a society that increasingly treats women as only and always sex objects. Passive, to be looked at, and consumed, by a (male) audience. The result of this increasing view of women as disposable sex objects (disposable in that once they stop being ‘sexy’ they are rendered useless and invisible) is:

- A rise in violence in teen and adult relationships (NSPCC, Bristol University)
- A rise in low self esteem and mental health issues in young women (APA)

Hooters is part of a spectrum that sees women as objects designed to serve and entertain a predominantly male audience. They proudly claim that the Hooters concept is based on female sex appeal, however the sexuality they are referring to is a narrow and confined definition decided by Hooters’ bosses. It has nothing to do with celebrating women and female sexuality, and everything to do with commercialisation that degrades men and objectifies women.

Hooters encourages the view of women as sex objects, rather than as whole citizens of the world. This feeds in to a fantasy of the world before feminism. Where women are always and only sexually available. Where they laugh at the jokes that degrade them, and accept sexual harassment. Where women are subservient to men, where women wave goodbye to their rights and independence.

This refusal to see women as human, this insistence to see women as only and always objects, leads to violence, sexual confusion, mental disorder and low self-esteem. The Hooters concept is part of a culture that degrades men and damages women. This is our objection to their brand. This is our objection to a culture that degrades men and women.