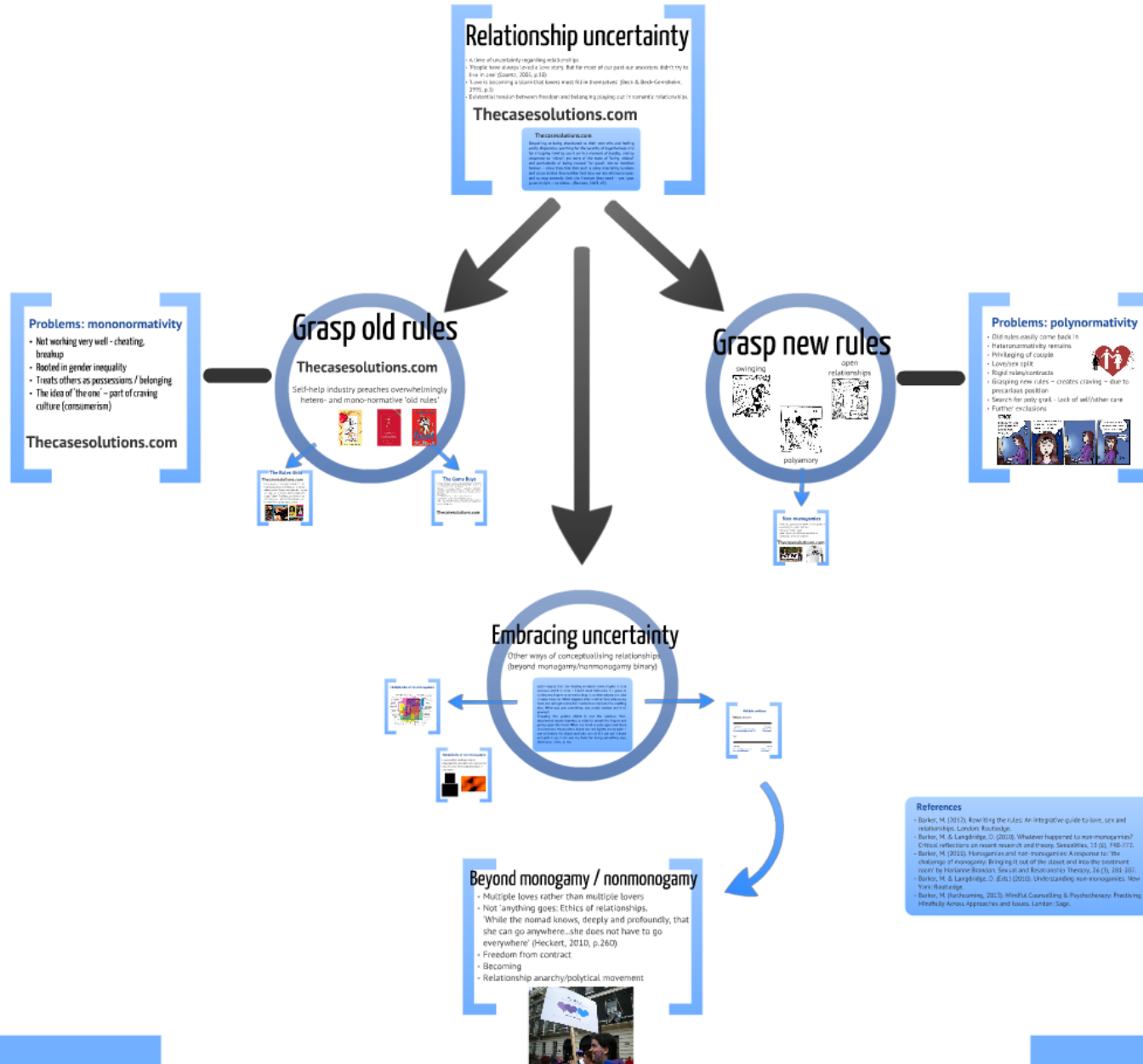


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Sea Change: Rewriting the
Rules for Port Security

 Relationship uncertain

Relationship uncertainty

- A time of uncertainty regarding relationships
- 'People have always loved a love story. But for most of our past our ancestors didn't try to live in one' (Coontz, 2005, p.10)
- 'Love is becoming a blank that lovers must fill in themselves' (Beck & Beck-Gernsheim, 1995, p.5)
- Existential tension between freedom and belonging playing out in romantic relationships.

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Despairing at being abandoned to their own wits and feeling easily disposable, yearning for the security of togetherness and for a helping hand to count on in a moment of trouble, and so desperate to 'relate'; yet wary of the state of 'being related' and particularly of being related 'for good', not to mention forever – since they fear that such a state may bring burdens and cause strains they neither feel able nor are willing to bear, and so may severely limit the freedom they need – yes, your guess is right – to relate... (Bauman, 2003, viii)

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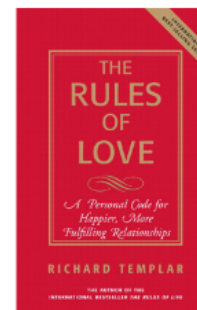
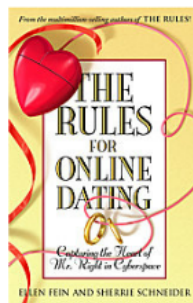
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Grasp old rules

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Self-help industry preaches overwhelmingly hetero- and mono-normative 'old rules'



The Rules Girls
Thecasesolutions.com

The Game Boys

• Kino (verb): to touch or be touched, generally with suggestive intent

The Rules Girls

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‘The purpose of The Rules is to make Mr. Right obsessed with having you as his by making yourself seem unattainable. In plain language, we’re talking about playing hard to get! Follow The Rules, and he will not just marry you, but feel crazy about you, forever!’ (Fein & Schneider, 1995)



The Game Boys

- Kino (verb): to touch or be touched, generally with suggestive intent or the purpose of arousal, such as hair-stroking, hand-holding or hip-grabbing; precedes actual sexual contact.
- Neg (noun): an ambiguous statement or seemingly accidental insult delivered to a beautiful woman a pickup artist has just met, with the intent of actively demonstrating to her (or to her friends) a lack of interest in her.
- Peacock (verb): to dress in loud clothing or with flashy accoutrements in order to get attention from women.
- Sarge (verb): to pick up women, or to go out to try and meet women.
- Target (noun): the woman in the group who the pickup artist desires and is running game on

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Problems: mononormativity

- Not working very well - cheating, breakup
- Rooted in gender inequality
- Treats others as possessions / belonging
- The idea of 'the one' – part of craving culture (consumerism)

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Non-monogamies

- Challenging heteronormative power dynamics
- Autonomy & communication
- Creativity of language
- Opening up new affective possibilities
- Explicit political motivations

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