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Cognitive Dissonance in Society

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The Feminine Mystique by Betty Friedan

Cognitive Dissonance: A Women's Perspective by Brittany Fields

The Bell Jar by Sylvia Plath

"Betty Friedan had the feminine mystique on her mind when she wrote The Feminine Mystique. It was a book that changed the lives of millions of women." - *Time Magazine*

"The Feminine Mystique has been called the best book to read for 'the education of the housewife.'" - *Time Magazine*

What is Cognitive Dissonance?
Cognitive Dissonance is a psychological theory proposed by Leon Festinger in 1957. It is the feeling of psychological discomfort produced by the inconsistent presence of two thoughts that do not follow from one another. Festinger proposed that the greater the dissonance, the greater the desire to reduce the dissonance. It is a feeling that has been described as "the mental anguish that is not content and that results in psychological discomfort, something that is not content and that results in psychological discomfort."



It's important to remember that things are consistent and make sense. It's a kind of logic that often does not exist in a person's experience and self-view, or when they are confronted with information that challenges what they believe or feel. They engage in behavior in order to reduce the dissonance or maintain consistency about themselves and their beliefs about the world.



In The Atomic Weight of Love and The Bell Jar the main characters struggle with keeping their identities intact while still fulfilling contemporary ideas about the role of women. Both women have a experience in their respective heterosexual relationships which will bring them to have a choice. This choice causes conflict in their lives because the values in which they live values women as housewives and not professionals. This tension causes cognitive dissonance, which is the state of being discomforted or almost that.



"The ideal woman has been because the concept of the upper woman, who is expected to complete all the tasks of her husband and the family while maintaining the same goals of the modern woman. The combination of the two has resulted in an ideal that is perhaps not for the reality of the woman to live that woman themselves will continue to struggle and struggle for some time." (198)

"That which is deemed acceptable in a society is effectively self-enforced in the past where it becomes a combination of one's identity." (198)

"The way we viewed our lives when we were young is not the way we view it now. We are no longer the same people we were when we were young." - *Time Magazine*

"There is considerable evidence pointing to the view that gender consciousness is largely a consequence of social factors." (198)

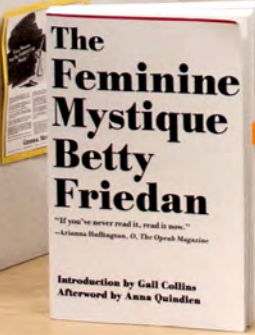


"In fact, women had achieved perhaps their most economic independence during World War II, which makes the regression of women to the domestic ideal of the 1950s all the more baffling to the construction of women's identity." (198)

"The way we began to see our lives when we were young is not the way we see it now. We are no longer the same people we were when we were young." - *Time Magazine*

"The way we began to see our lives when we were young is not the way we see it now. We are no longer the same people we were when we were young." - *Time Magazine*

"Despite the reinforcement of the domestic ideal, women applied to continue working after the post-war era. This reveals what might be the dominant female ideology concerning the traditional domestic ideal in the reality of women's lives." (198)



"Sylvia Plath was a poet, a novelist, and a short story writer. She was a woman who was ahead of her time. Her work is still relevant today." - *Time Magazine*

The Atomic Weight of Love by Elizabeth Church



"The way we began to see our lives when we were young is not the way we see it now. We are no longer the same people we were when we were young." - *Time Magazine*

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