



# INTERNATIONAL JOURNAL FOR LEGAL RESEARCH AND ANALYSIS

Open Access, Refereed Journal Multi Disciplinary  
Peer Reviewed Edition :

[www.ijlra.com](http://www.ijlra.com)

## **DISCLAIMER**

No part of this publication may be reproduced or copied in any form by any means without prior written permission of Managing Editor of IJLRA. The views expressed in this publication are purely personal opinions of the authors and do not reflect the views of the Editorial Team of IJLRA.

Though every effort has been made to ensure that the information in Volume 2 Issue 7 is accurate and appropriately cited/referenced, neither the Editorial Board nor IJLRA shall be held liable or responsible in any manner whatsoever for any consequences for any action taken by anyone on the basis of information in the Journal.

Copyright © International Journal for Legal Research & Analysis

IJLRA

## **EDITORIAL TEAM**

### **EDITORS**

#### **Megha Middha**



*Megha Middha, Assistant Professor of Law in Mody University of Science and Technology, Lakshmangarh, Sikar*

*Megha Middha, is working as an Assistant Professor of Law in Mody University of Science and Technology, Lakshmangarh, Sikar (Rajasthan). She has an experience in the teaching of almost 3 years. She has completed her graduation in BBA LL.B (H) from Amity University, Rajasthan (Gold Medalist) and did her post-graduation (LL.M in Business Laws) from NLSIU, Bengaluru. Currently, she is enrolled in a Ph.D. course in the Department of Law at Mohanlal Sukhadia University, Udaipur (Rajasthan). She wishes to excel in academics and research and contribute as much as she can to society. Through her interactions with the students, she tries to inculcate a sense of deep thinking power in her students and enlighten and guide them to the fact how they can bring a change to the society*

#### **Dr. Samrat Datta**

*Dr. Samrat Datta Seedling School of Law and Governance, Jaipur National University, Jaipur. Dr. Samrat Datta is currently associated with Seedling School of Law and Governance, Jaipur National University, Jaipur. Dr. Datta has completed his graduation i.e., B.A.LL.B. from Law College Dehradun, Hemvati Nandan Bahuguna Garhwal University, Srinagar, Uttarakhand. He is an alumnus of KIIT University, Bhubaneswar where he pursued his post-graduation (LL.M.) in Criminal Law and subsequently completed his Ph.D. in Police Law and Information Technology from the Pacific Academy of Higher Education and Research University, Udaipur in 2020. His area of interest and research is Criminal and Police Law. Dr. Datta has a teaching experience of 7 years in various law schools across North India and has held administrative positions like Academic Coordinator, Centre Superintendent for Examinations, Deputy Controller of Examinations, Member of the Proctorial Board*



## **Dr. Namita Jain**



*Head & Associate Professor*

*School of Law, JECRC University, Jaipur Ph.D. (Commercial Law) LL.M., UGC -NET Post Graduation Diploma in Taxation law and Practice, Bachelor of Commerce.*

*Teaching Experience: 12 years, AWARDS AND RECOGNITION of Dr. Namita Jain are - ICF Global Excellence Award 2020 in the category of educationalist by I Can Foundation, India. India Women Empowerment Award in the category of "Emerging Excellence in Academics by Prime Time & Utkrisht Bharat Foundation, New Delhi.(2020). Conferred in FL Book of Top 21 Record Holders in the category of education by Fashion Lifestyle Magazine, New Delhi. (2020). Certificate of Appreciation for organizing and managing the Professional Development Training Program on IPR in Collaboration with Trade Innovations Services, Jaipur on March 14th, 2019*

## **Mrs.S.Kalpana**

*Assistant professor of Law*

*Mrs.S.Kalpana, presently Assistant professor of Law, VelTech Rangarajan Dr. Sagunthala R & D Institute of Science and Technology, Avadi. Formerly Assistant professor of Law, Vels University in the year 2019 to 2020, Worked as Guest Faculty, Chennai Dr.Ambedkar Law College, Pudupakkam. Published one book. Published 8 Articles in various reputed Law Journals. Conducted 1 Moot court competition and participated in nearly 80 National and International seminars and webinars conducted on various subjects of Law. Did ML in Criminal Law and Criminal Justice Administration. 10 paper presentations in various National and International seminars. Attended more than 10 FDP programs. Ph.D. in Law pursuing.*



## **Avinash Kumar**



*Avinash Kumar has completed his Ph.D. in International Investment Law from the Dept. of Law & Governance, Central University of South Bihar. His research work is on "International Investment Agreement and State's right to regulate Foreign Investment." He qualified UGC-NET and has been selected for the prestigious ICSSR Doctoral Fellowship. He is an alumnus of the Faculty of Law, University of Delhi. Formerly he has been elected as Students Union President of Law Centre-1, University of Delhi. Moreover, he completed his LL.M. from the University of Delhi (2014-16), dissertation on "Cross-border Merger & Acquisition"; LL.B. from the University of Delhi (2011-14), and B.A. (Hons.) from Maharaja Agrasen College, University of Delhi. He has also obtained P.G. Diploma in IPR from the Indian Society of International Law, New Delhi. He has qualified UGC - NET examination and has been awarded ICSSR - Doctoral Fellowship. He has published six-plus articles and presented 9 plus papers in national and international seminars/conferences. He participated in several workshops on research methodology and teaching and learning.*

## **ABOUT US**

INTERNATIONAL JOURNAL FOR LEGAL RESEARCH & ANALYSIS  
ISSN

2582-6433 is an Online Journal is Monthly, Peer Review, Academic Journal, Published online, that seeks to provide an interactive platform for the publication of Short Articles, Long Articles, Book Review, Case Comments, Research Papers, Essay in the field of Law & Multidisciplinary issue. Our aim is to upgrade the level of interaction and discourse about contemporary issues of law. We are eager to become a highly cited academic publication, through quality contributions from students, academics, professionals from the industry, the bar and the bench. INTERNATIONAL JOURNAL FOR LEGAL RESEARCH & ANALYSIS ISSN 2582-6433 welcomes contributions from all legal branches, as long as the work is original, unpublished and is in consonance with the submission guidelines.

## **BOOK REVIEW: COURTNEY JUNG'S "LACTIVISM: HOW FEMINISTS AND FUNDAMENTALISTS, HIPPIES AND YUPPIES, PHYSICIANS AND POLITICIANS MADE BREASTFEEDING BIG BUSINESS AND BAD POLICY"**

AUTHORED BY: SUBHAM CHAUHAN

### **Introduction**

The seemingly commonplace process of nursing has changed, becoming entangled in the complicated web of social, political, medical, and moral issues that challenge modern civilization. In her provocative book "Lactivism: How Feminists and Fundamentalists, Hippies and Yuppies, Physicians and Politicians Made Breastfeeding Big Business and Bad Policy," renowned author Courtney Jung embarks on a profound exploration of the multifaceted field of breastfeeding advocacy. Along with being a social scientist, Jung is also a mother, and she brings this unique viewpoint to bear as she moves through the always-changing breastfeeding promotion scene. Jung's work analyses the convergence of feminism, fundamentalism, countercultural movements, medical methodologies, and political agendas that have significantly influenced the trajectory of breastfeeding policies and practices against the backdrop of a society wrestling with opposing viewpoints on breastfeeding<sup>1</sup>.

The author provocatively raises important questions about breastfeeding's profound implications for women's choices, healthcare, and the growing infant formula industry as she delves into the history, the complex political tapestry, and the complex economics surrounding breastfeeding. To fully appreciate the significance of "lactivism," one must recognize that breastfeeding advocacy has become a global phenomenon, frequently propelled by ardent supporters dubbed "lactivists." The book offers a thorough investigation of how this campaign has significantly changed our ideas about breastfeeding, with both positive and negative effects, via the perceptive lens of Courtney Jung. "Lactivism" offers an insightful examination of the numerous causes pushing nursing into the spotlight and the ensuing ramifications for modern society in a world where decisions

---

<sup>1</sup> Emma Wong Ming, Book review: Lactivism, by Courtney Jung booksellersnz.wordpress.com (2017), <https://booksellersnz.wordpress.com/2016/03/08/book-review-lactivism-by-courtney-jung/> (last visited Oct 14, 2023).

pertaining to baby nutrition carry significant weight<sup>2</sup>.

## Summary of the Book

In her engaging book "Lactivism," Courtney Jung takes readers on a detailed investigation of the complex and divided field of breastfeeding advocacy. Courtney Jung, a renowned political scientist and mother, offers a thoughtful analysis of the many factors that have shaped the current conversation on breastfeeding<sup>3</sup>.

### Critical Themes and Arguments:

1. Jung expertly places breastfeeding within a **historical perspective**, illuminating how it changed from being a naturally occurring phenomenon to a socio-political and medical conundrum. She skilfully analyses how various interest groups, including feminists, fundamentalists, and counterculture movements, have affected how nursing is seen.
2. **Breastfeeding Advocacy:** The book explores the rise of "lactivism," which refers to ardent support for nursing. Jung conducts a comprehensive analysis of the many ways campaigners have influenced laws, workplace cultures, and societal beliefs, frequently promoting nursing as the best option for baby nutrition.
3. **Economic and Commercial Aspects:** Jung examines in-depth the economic aspects of breastfeeding and how they affect the baby formula business. She emphasizes the financial support given to nursing and its effects on women who are in the workforce.
4. **Medical and Public Health Dimensions:** The book conducts a thorough analysis of breastfeeding's medical and public health aspects. The scientific basis for breastfeeding's effects on various health conditions is sharply questioned by Jung, who also presents a shrewd analysis of the frequently conflicting information offered.
5. **Social Implications:** "Lactivism" explores how breastfeeding advocacy has an impact on women's decisions, healthcare practices, and larger public debate. Jung raises important

---

<sup>2</sup> Lori Gottlieb, 'Lactivism,' by Courtney Jung, The New York Times, December 14, 2015, <https://www.nytimes.com/2015/12/20/books/review/lactivism-by-courtney-jung.html> (last visited Oct 14, 2023).

<sup>3</sup> Chantal Bayard, *Book review: Lactivism: How feminists and fundamentalists, hippies and yuppies, and physicians and politicians made breastfeeding big business and bad policy*, 115 *Feminist Review* 186–188 (2017).

issues about whether breastfeeding's ardent advocacy might unintentionally limit options and stigmatize alternatives.

6. **Policy Implications:** Jung raises important questions about the social effects of the breastfeeding-supporting laws and behaviours. She provides a critical appraisal of the likelihood that partisan political agendas will have an impact on breastfeeding policies.

In a nutshell, Courtney Jung's "Lactivism" provides a thorough examination of the complex field of breastfeeding advocacy. It provides an incisive analysis of the various factors that have made nursing a topic with significant and wide-ranging cultural and political repercussions.

### **Analysis of the Author's Perspective**

In "Lactivism: How Feminists and Fundamentalists, Hippies and Yuppies, Physicians and Politicians Made Breastfeeding Big Business and Bad Policy," renowned author Courtney Jung presents a viewpoint on the debate around nursing that is remarkably complex and nuanced. It is essential to go into her past and personal experiences in order to fully understand the substance of her approach to this issue<sup>4</sup>.

1. **Academic Background:** Courtney Jung, a leading figure in the field of political science, has undergone a demanding academic education that has sharpened her analytical skills. Her insightful analysis of the breastfeeding campaign is supported by the intellectual basis she has built. It is plausible to presume that her background in political science has a substantial impact on how she explores the complex socio-political aspects of breastfeeding and how those aspects affect public policy.
2. **Maternal Insights:** Because she is a mother, Jung has a close, emotional bond with the topic. Her understanding of the numerous difficulties and decisions faced by moms during their nursing journeys is surely enhanced by her direct experiences as a parent. She is probably motivated by this intensely personal connection to critically examine the wider effects of breastfeeding promotion.
3. **Critical Dissection:** Jung's work is especially distinguished by a critical and thought-provoking viewpoint on breastfeeding activism, sometimes known as "lactivism." Her

---

<sup>4</sup> Lori Gottlieb, 'Lactivism,' by Courtney Jung, The New York Times, December 14, 2015, <https://www.nytimes.com/2015/12/20/books/review/lactivism-by-courtney-jung.html> (last visited Oct 14, 2023).

criticism suggests that she has misgivings about the fervent breastfeeding advocacy, its possible effects on women's autonomy, and the exclusion of alternatives.

4. **Holistic Examination:** In addition to her critical examination, Jung deftly crafts a thorough examination of the topic that is supported by in-depth and careful research. Her constant dedication to illuminating the numerous groups connected to breastfeeding advocacy highlights her determination to comprehend the complexity that permeates this divisive topic<sup>5</sup>.
5. **Potential Predispositions:** Given her tendency to be critical, it is important to recognize that Jung may have prejudices towards some aspects of breastfeeding advocacy. But she has the intellectual tools needed to maintain neutrality in her research and analytical pursuits because to her academic education.

Overall, Courtney Jung's perspective as the author of "Lactivism" is a beautiful fusion of her scientific knowledge, personal experiences as a mother, and her persistent determination to giving a fair and in-depth examination of breastfeeding advocacy. Even if she offers criticism on certain aspects, her work demonstrates her constant dedication to understanding the many nuances of this wide-ranging topic.

### **Key Themes and Insights**

In her book "Lactivism" Courtney Jung undertakes a thorough investigation of a number of crucial topics and discernments. For the larger fabric of public debate and polemics, these ideas and discoveries have significant implications and repercussions.

1. **The Commercialization of Lactation:** Courtney Jung carefully examines how nursing has evolved into a business enterprise, with several sectors profiting from the promotion of this loving activity. As the promotion of breastfeeding develops into a challenging endeavour, this thematic exposition sheds a perceptive light on the complex intersection of health, economic interests, and ethical issues<sup>6</sup>.

---

<sup>5</sup> "Breastfeeding: Supporting Women vs. Lactivism" – with Courtney Jung PART 1, Healthful Women, <https://healthfulwoman.com/podcasts/breastfeeding-supporting-women-vs-lactivism-with-courtney-jung-part-1/> (last visited Oct 12, 2023).

<sup>6</sup> Lori Gottlieb, 'Lactivism,' by Courtney Jung, The New York Times, December 14, 2015, <https://www.nytimes.com/2015/12/20/books/review/lactivism-by-courtney-jung.html> (last visited Oct 14, 2023).

2. *The Political Tapestry of Nursing*: This literary work highlights the political underpinnings that are fundamental to nursing. It powerfully illustrates how breastfeeding rhetoric is intertwined with the crafty deceptions of politicians and policymakers. These observations highlight the complex interplay between individual choice and societal norms, particularly as it relates to women's health and reproductive rights<sup>7</sup>.
3. *Feminism and the Materfamilias*: The shrewd examination of how feminism shapes cultural perceptions of maternity and breastfeeding. The story emphasizes the ongoing conflict between the feminist movement's principles, which prioritize women's autonomy and choice, and the social forces pushing women to nurse. This topic rekindles discussions on the agency and empowerment of women that have been dormant.
4. *The Veil of Scientific Ambiguity*: This book is Courtney Jung's ambitious attempt to challenge the certainty around the purported benefits of breastfeeding. She skilfully calls attention to the conflicting or ambiguous scientific evidence on its impact on health and cognitive ability. A strong case is made for the promotion of medical procedures and regulations that are supported by empirical research on this subject.
5. *Public Health Nexus and Individual Autonomy*: Jung balances the fine line between promoting public health and respecting people's right to make their own decisions. Her analysis draws attention to the complex tension between the need to support breastfeeding because of the possible health advantages and the necessity of giving women the information they need to make decisions about their bodily autonomy<sup>8</sup>.
6. *Heterodox Parental Narratives*: This body of literature provides stories that deviate from the prevalent paradigm of breastfeeding by embracing techniques like formula feeding and unconventional parenting styles. These opposing viewpoints improve the conversation about acceptable parenting decisions by challenging the prevalent rhetoric about breastfeeding.
7. *Socio-Cultural Vortex*: Courtney Jung explores the complex web of sociological and cultural factors that affect women's decisions and conceptions about nursing in her book.

---

<sup>7</sup> Mala Htun, *Lactivism: How feminists and fundamentalists, hippies and yuppies, and physicians and politicians made breastfeeding big business and bad policy*. by Courtney Jung. New York: Basic books, 2015. 258P. \$26.99., 15 Perspectives on Politics 584–586 (2017).

<sup>8</sup> "Breastfeeding: Supporting Women vs. Lactivism" – with Courtney Jung PART 1, Healthful Women, <https://healthfulwoman.com/podcasts/breastfeeding-supporting-women-vs-lactivism-with-courtney-jung-part-1/> (last visited Oct 12, 2023).

This thematic investigation sheds light on cultural expectations for women and their tremendous effects on reproductive choices.

8. **Socioeconomic Disparities:** The many economic disparities that affect women's ability to breastfeed are given appropriate attention within the limitations of this dissertation. When deciding whether women can make decisions that are consistent with the principles of breastfeeding advocacy, socioeconomic factors frequently play a significant role.

The fundamental ideas and judgments included in "Lactivism" serve as a profound reflection of the more extensive and complex social discussions and challenges surrounding issues like women's health, reproductive rights, feminism, public health, and the greedy interests of business. Readers are encouraged to reflect by Courtney Jung's sharp analysis, which encourages them to consider the many elements of breastfeeding advocacy and its significant effects on the range of personal preferences and social conventions.

### **Critique of the Book**

The book offers a genuinely thought-provoking analysis of the complex forces around breastfeeding promotion. Here is a fair assessment of the book's positives and negatives:

Strengths:

1. **Deep Scholarship:** Jung's work is a well-researched collection that provides a thorough historical and socio-political context for the breastfeeding debate. Her diligent work reveals a thorough investigation of the several influences that have shaped breastfeeding advocacy.
2. **Perceptive Criticism:** The book presents a shrewd perspective on breastfeeding advocacy, challenging the beliefs about its benefits and the commercial interests that have entangled themselves with it. Jung's boldness in questioning received wisdom is admirable.
3. **Societal Significance:** "Lactivism" explores a topic that appeals to a wide range of readers since breastfeeding is still a sensitive issue with repercussions for women's health, reproductive rights, and social norms. The book's relevance is current and interesting.
4. **Multidisciplinary Perspective:** Jung, who wears the hat of a political scientist, approaches the topic from a wholly multidisciplinary angle. By exploring the political and policy facets of breastfeeding advocacy, this lens enhances the story.

**Weaknesses:**

1. **Esoteric Lexicon:** For people unfamiliar with academic or political jargon, reading the book may prove to be a difficult task. It's possible that some readers will find the language and terminology intimidating.
2. **Potential Prejudice:** Although trenchant and reflective, Jung's perspective may be seen as preferring one side over the other. She may have exaggerated the benefits of nursing for health, according to several readers.
3. **Limited Examination of Alternative Narratives:** While Jung criticizes the promotion of breastfeeding, there has been noticeably little investigation of other parental narratives, such as those using formula feeding or other unusual methods. A more comprehensive strategy may have improved the discussion.

In a nutshell "Lactivism" represents a significant contribution to the current discussion on breastfeeding advocacy. Its rich knowledge, astute criticism, societal importance, and interdisciplinary viewpoint all attest to its qualities. However, it may benefit from a more equal depiction of various parenting styles as well as a reduction of its language to increase accessibility.

## **Relevance and Impact**

"Lactivism," the book by Courtney Jung, stands out as remarkably timely in the modern context and has the potential to have a significant impact on the realm of public discourse and policy formulation. The following explanation highlights the key elements of its applicability and potential impact:

**Relevance:**

1. **Modern Importance:** Jung explores a topic that has had a lasting impact on modern culture. This is evident in his thesis. The debate over breastfeeding continues to be a source of debate, with several implications for women's health, cultural standards, and parenting decisions.
2. **Policy Implications:** Jung's astute evaluation of how breastfeeding rules are set up, shaped by various interest groups, sheds light on how health policy, business interests, and women's reproductive rights intersect in a more general sense. Her criticism is still highly pertinent as the field of public health policy transforms.

3. **Gender and feminism:** Within the continuing conversation about gender parity and feminism, the book's examination of the substantial influence of cultural forces and gender norms on the decisions women make takes on essential importance. It emphasizes how important it is to resist the pressure put on women by traditional gender standards.

**Impact:**

1. **Stimulating Public Discourse:** "Lactivism" audaciously questions the conventional wisdom around nursing and encourages readers to reflect carefully on the social and economic pressures that affect women. This could lead to more thoughtful and complex discussions about the options accessible to parents.
2. **Considerations for Policy:** The insights provided by the book regarding the formulation of breastfeeding-related policies, which are invariably influenced by a coterie of interest groups, can act as a catalyst for the development of equitable policy-making that is based on empirical evidence, particularly in the field of maternal and child health.
3. **Women's Empowerment:** By examining the limitations of a one-size-fits-all strategy for breastfeeding advocacy, Jung's work empowers women to make decisions about reproduction and motherhood that are supported by sound judgment. It encourages a sense of independence and reverence for the variety of personal experiences.
4. **Academic and Public Awareness:** "Lactivism" has raised awareness of the nuances and complications involved in breastfeeding advocacy among academic circles as well as the general public. It challenges preconceived ideas and strengthens the argument for a dialogue that is more informed.

In conclusion, "Lactivism" stands out as both pertinent and consequential due to its enduring relevance within the contemporary milieu, its potential to foster a richer tapestry of public discourse, to illuminate the road towards more evidence-based and equitable policymaking, to empower women in their choices, and to elevate awareness regarding the tangled web of breastfeeding advocacy. It makes a significant contribution to the ongoing dialogue on issues like women's rights, maternity and child health, and the quest for gender parity.

## Final Thoughts

"Lactivism," a literary work by Courtney Jung, is a significant and enduring addition to the current discussions involving breastfeeding, mother health, and societal policy. This book's most important contribution is its powerful ability to refute the popular conception of breastfeeding advocacy while providing a nuanced viewpoint on a complex and sometimes contentious subject. Jung's detailed analysis of what she terms "lactivism" highlights the urgent need for fair, empirically supported discussions relating to nursing and mother choice. Her book serves as a strong reminder that motherhood doesn't fit neatly into one category and that women's empowerment unquestionably includes respecting their decisions about child nutrition.

Additionally, "Lactivism" serves as a rallying cry, echoing across the hallways of politics, medical knowledge, and advocacy, pleading for a thorough re-evaluation of their tactics for promoting breastfeeding. The book emphasizes the dangers of blind support for nursing and stresses how important it is to take into account each person's unique situation and preferences. The book has the power to significantly influence future conversations on this issue by inspiring readers to examine and re-evaluate their beliefs and promoting an honest and caring dialogue about the complexities of breastfeeding.

"Lactivism" is positioned to remain an unbreakable pillar for individuals who hunger for a thorough understanding of the complexities and effects of breastfeeding advocacy as the public debate on maternal health continues its inexorable progression. For anybody interested in maternity and child health, feminism, or the complexities of public policy, "Lactivism" is, in short, a thought-provoking and essential book. It provides a vital counterbalance to prevalent viewpoints and has the ability to foster more thorough, knowledge-driven discussions about breastfeeding and the autonomy of women in making such important decisions.