

The Image of Women in BG commercials

The text discusses the female identity in contemporary Bulgarian society and the way the media influence this process. In this process the theory of post-feminism is important as combines emancipation and traditional views in shaping the image of modern woman. The contemporary model of femininity is a paradoxical mixture of patriarchal spirit and feminism. The study describes some of the manifestations of the new myth of motherhood in the lifestyle press. Key words: femininity, gender, identity, post-feminism, lifestyle, mass culture, mass media, lifestyle magazines.

Key information on trends and challenges on women and the media:

The image of women - sexual objects, objects of desire, commodification of female body

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