

The representation of women

The journal article explores, based on content analysis and in-depth interviews made in 2002, the meanings circulated by Hungarian mass media about women and the media representation of women – in comparison with international practices. The research refers to a lack of feminist media discourse, the large variety of serious and popular media products consumed by women and the negative effects of the glass ceiling on women's access to decision-making in the editorial staff. The article concludes that the patriarchal system manifests itself at all levels of media production, while women's media consumption habits testify to a more sophisticated demand side.

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