

Dream job media? Facts and Figures at a supposedly female-dominated occupational field. An educational and informational CD-ROM

This educational and informational CD-ROM deals with the question of the characteristics of the employment of women in the professions journalism, public relations, advertising, film and television production. This concerns in particular the shares of journalists at different levels of the hierarchy in media professions, their representation, education and socio-demographic characteristics. The working conditions of journalists, the motives and attitudes that determine their career choices and the opportunities for a career are pondered as well. All previously existing findings are compiled synoptically and presented in a multimedia and hypertext presentation ready for download.

Format: pp. 86; 21 cm;

Weblinks

[Website](#)



Metadata

TYPE: Publication

CREATOR/AUTHOR: Fröhlich, Romy; Schwenk, Johanna

PUBLISHER: Wiesbaden: VS Verlag für Sozialwissenschaften/ GWV Fachverlage GmbH

IDENTIFIER: ISBN: 3531142763

RIGHTS: VS Verlag für Sozialwissenschaften/ GWV Fachverlage GmbH

LANGUAGE: German

COVERAGE: Germany

KEYWORDS: journalism, advertising, audio-visual, media, newspapers, balanced participation