

# Country image with a flowery pattern: Women, men and national representations

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This journal article analyzes national and gender representations by focusing on a few images of the poster campaign from 2008 called “Hungary – A love for life!”, which aimed to popularize Hungary among foreigners. The explanatory framework used by the author proposes that apart from the intention to attract, these images also reflect the nation’s view of the situation of Hungarian women. The author asserts that both the highly traditional gender roles and the seductive images of women throw a critical light on Hungary, that of conservatism and a dissatisfaction among women with Hungarian men.

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