

# The Development of Lithuanian women's magazines

The gender relationships have been remarkably transformed in Lithuania in the last decade of the 20th century. This is reflected in the value orientations as well as in the patterns of marriage and family formation. According to the media dependency theory, the impact of mass media increases in the periods of social transformations. Lithuanian women's media of 1990-2000 are analyzed in the pages. The research was aimed to periodize the media according to the changes in the content and analyze the images of sexuality and marriage. The research was based on qualitative and quantitative approaches. The results proved the hypothesis that the discourses on gender relationships have become more heterogeneous during the last decade of the 20th century. The ideological background of gender relationships is becoming more complex and plural. The images of gender relationships have developed in the media through three stages: continuation of tradition, imitation and stabilization.

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