

Dominating Gender Models in Contemporary Mass Media of Lithuania.

This research aimed at studying gender images and gender models while analyzing printed press texts related to the consideration of the aforementioned issues. The qualitative and quantitative analysis of the texts revealed the following most popular themes on the issues of gender relations: family, career, appearance, beauty, sex relations and sexuality. Discovered tensions between the fields of home and profession reveal limits and opportunities of women and men in different social spheres. An image of a man as an active creator of his space, social relations, success and fate is constructed, while a woman is more passive and less independent – in defining the identity, man's "self" creates relations, woman's "self" is created by relations. The core point of the structural relations of domination is disclosed, when woman who is taking a relatively higher social position "pays" for her professional success in lesser "success" in the field of home and family; and on the contrary, success of family obligations is reached by renouncing professional success. In the framework of gender relations, the quantitative analysis reveals an aspect of cooperation, partnership, although qualitative conclusions maintain a dominant declarative aspect that confirms dominating practices and conceptions.

Key stakeholders mentioned:

Lithuanian Parliament (Seimas)

Bibliographic Citation:

Nausėdienė, I., Beresneviciūtė V., Sadunišvili, R., Milasius, G. (2003). Dominating Gender Models in Contemporary Mass Media of Lithuania. Research report. OSF.

Format: Ms Word; 31 p.

Weblinks



Metadata

TYPE: Publication

CREATOR/AUTHOR: Nausediene, Inga; Beresneviciute, Vida; Sadunišvili, Renata; Milasius, Gediminas

CONTRIBUTOR: Nausediene, Inga; Beresneviciute, Vida; Sadunišvili, Renata; Milasius, Gediminas;

PUBLISHER: Open Society Fund Lithuania (OSF)

LANGUAGE: Lithuanian

COVERAGE: Lithuania

KEYWORDS: [print](#), [representation](#), [gender stereotypes](#)