

Women and men on advertising : images, roles, stereotypes; study on gender representation in advertising in Luxemburg in 2010

Qualitative and quantitative study on the representation of women in men in advertisement

Key information on trends and challenges on women and the media:

Presentation on challenges for a better representation of men and women in advertisement

Key stakeholders mentioned:

National Council for advertisement

Format: pdf

Weblinks

PDF



Metadata

TYPE: Publication

CREATOR/AUTHOR: Conseil de la publicité du Grand-Duché de Luxembourg; Ludewig, Jean Luc; Muller, Claude

PUBLISHER: Luxembourg: Minsistère de l'égalité des chances

LANGUAGE: French

COVERAGE: Luxembourg

KEYWORDS: advertising, gender portrayal, gender stereotypes