

Gender Stereotypes in the Advertising Discourses: An Incursion into the Media Patriarchy

The book examines structural and systemic issues regarding the portrayal of women and men in advertising. The book connects these issues with family socialization, education, work environments, and macro level societal issues, especially in the context of post-communist Eastern Europe, and with examples from Romania.

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

Resurgence of patriarchy in post communist societies

Key stakeholders mentioned:

media professionals, civil society

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Book on women's representation in advertising

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