

Breeding Inequality or Gender Identity in Bulgarian Advertising

The study analyzes the phenomenon of objectification of female body and image - a relatively new process in the country (starting from the early 1990s). The study is trying to analyze how the image of women in politics in Bulgaria is created, its media coverage and its perception from society. The study focuses on women who have been or are still on major political positions and therefore are seen as example of such an image.

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