

Post feminist images of the woman: a few lifestyle screenplays

The article reflects on the transformation of women's image starting from the first years after the World War II, through the communist regime with the elation of the 'strong' woman and then the emergence of the image of a woman as a sexual object in the 1990s.

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

The female identity in contemporary Bulgarian society and the way the media influence this process. In this process the theory of post feminism is important as it combines emancipation and traditional views in shaping the image of modern woman. The contemporary model of femininity is a paradoxical mixture of patriarchal spirit and feminism.

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