

Enough of feminism! The issues of feminism and gender in the print media: Analysis and evaluation of press products

The journal article analyzes the results of the author's self-conducted media content survey during a 15-month period in 2009-2010 in which she examined the occurrence of newspaper articles on feminism- and gender-related issues in the three leading Hungarian print media outlets. The author asserts that in the majority of the analyzed articles feminism, feminists, gender and gender mainstreaming were represented from a neutral point of view. Positive representation of feminism and feminists, and men's positive opinions about feminism were much more likely to occur in the centre-left oriented newspaper than in the conservative one.

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