

# Polish Women in the 90s [volume title]; Women and the Media [chapter title]

The article is a part of the "Women in the 90s" report reviewing gender equality issues in Poland in the first decade after the transformation; the report was prepared by the Centre for Women Rights (a gender equality NGO); the article is a synthesis of smaller studies reviewing various issues connected to the problematic of ; the sources are mainly research by academics or NGOs.

## **Key information on EU or National policies/legislation on women's' representation on the Media:**

National gender mainstreaming policies are lacking.

## **Key information on EU or National policies/legislation on women's' representation in advertisement:**

National gender mainstreaming policies are lacking.

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

Although more than half of employees at the Polish public TV are women, "stereotypes are still binding in the assignments given to male and female reporters. Women, who are considered to be more sensitive and emotional, deal usually with health and social issues, whereas men discuss politics, cars, and sports. However, some exceptions exist: women update the public with information about the Sejm's work, a woman is Poland's USA correspondent, and one woman reports on sports. Channel Two has undergone complete feminization; most of its anchors are females. Nevertheless, following the stereotypical view of men's intellectual superiority, males usually host game shows. Only Stanis<sup>3</sup>awa Ryster, who has hosted the "Great Game" contest for years, is an exception. Long-legged assistants whose job is to "decorate" their programmes almost always accompany men."

## **Key stakeholders mentioned:**

Public Television, Krajowa Rada Radiofonii i Telewizji [National Broadcasting Council, an organ supervising public radio and TV]

## **Bibliographic Citation:**

Polish version of the report: Kobiety w Polsce w latach 90., Centrum Praw Kobiet, Warsaw 2003.

**Format:** Website

**Related title/resource:**

Polish version of the report: Kobiety w Polsce w latach 90., Centrum Praw Kobiet, Warsaw 2003.

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## Weblinks

Website



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## Source

J. Bator "Wizerunek kobiety w reklamie telewizyjnej" wyd. Instytut Spraw Publicznych, Warszawa 1998 S. Borowska "Matka, żona, przedmiot pożądania - modelowe wizerunki kobiet", praca magisterska obroniona na Wydziale Dziennikarstwa UW, Warszawa 1998 M. Ciechomska "Od matriarchatu do feminizmu" Brama, Poznań; 1996 K. Dziedzic "Wizerunek kobiety i mężczyzny w reklamie telewizyjnej w Polsce i Wielkiej Brytanii" w : "Portrety kobiet i mężczyzn", Wyd. Naukowe Scholar, Warszawa 1997 G. Elgozy "Paradoksy reklamy. Perswazja legalna, Wydawnictwa Artystyczne i Filmowe, Warszawa 1973 B. Fr<sup>1</sup>tczak - Rudnicka "Kobiety w reklamie - kobiety o reklamie" w pracy zbiorowej pod red. R. Siemieńskiej "Portrety kobiet i mężczyzn", Wyd. Naukowe Scholar, Warszawa 1997 1. Melosik: Tożsamość ciała władza, wyd. Edytor, Poznań - Toruń; 1996 J. Miluska "Przekształcenie ról życiowych a szanse kobiet w zbiorze Humanistyka i płeć, Wydawnictwo Naukowe, Poznań 1995 J. Mizielińska "Kobieta jako przedmiot i podmiot reklamy" w "Od kobiety do mężczyzny i z powrotem - rozważania o płci w kulturze", pod red. J. Brach - Czajny, Trans Human, Białystok 1997 A. Titkow. H. Domański (red.), Co to znaczy być kobietą w Polsce, IFiS PAN, Warszawa 1995 M. Wasilewska "Wzory kobiet w reklamie telewizyjnej" w pracy zbiorowej pod red. R. Siemieńskiej "Portrety kobiet i mężczyzn", Wyd. Naukowe Scholar,, Warszawa 1997

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## Metadata

**TYPE:** Publication

**CREATOR/AUTHOR:** Fundacja Centrum Praw Kobiet (Center for Women Rights Foundation)

**CONTRIBUTOR:** Olczyk, Eliza; Twardowska, Anna

**PUBLISHER:** Centrum Praw Kobiet (Center for Women Rights)

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**LANGUAGE:** English

**COVERAGE:** Poland

**KEYWORDS:** [access to expression](#), [representation](#)