

Women Behaving Badly?: Restructuring Gender and Identity in British Broadcasting Organizations

This article examines the impact of recent changes in the management and organization of British broadcasting on gender. It follows two key lines of inquiry. The first explores the structural relations between men and women and argues that changes in the terms and conditions of work in the major broadcasting corporations have fallen disproportionately heavily on women. The second explores the discursive and cultural processes that work within broadcasting organizations to construct a range of gendered occupational identities. Although these still remain constrained for women, the new organizational arrangements have opened up spaces wherein women may challenge the traditional ways in which they have been represented and may construct alternative, more challenging, identities.

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