

1. Record Nr.	UNINA9910452646403321
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Titolo	Advertising, sex, and post-socialism : women, media, and femininity in the Balkans // Elza Ibroscheva
Pubbl/distr/stampa	Lanham : , : Lexington Books, , [2013] ©2013
ISBN	1-4985-5716-3 0-7391-7267-0
Descrizione fisica	1 online resource (203 p.)
Disciplina	659.1082/09496
Soggetti	Post-communism - Balkan Peninsula Sex in advertising - Balkan Peninsula Socialism - Balkan Peninsula Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Acknowledgments; Introduction; 1 Sex? Please, We Are Socialist; 2 Advertising and the Socialist Economy; 3 Liberating Women; 4 Of Vodka, Watermelons, and Other Sexy Fruit; 5 Sex and Politics; Conclusion; Bibliography; Index; About the Author
Sommario/riassunto	The book traces the evolution of gender ideologies in the Balkans, through emancipating women's roles during socialism and into the proliferation and normalization of hyper-sexualized images of women in advertising and other media in the post-socialist transition. Drawing on a media-centered cultural/critical approach to understanding the changing role of advertising in post-socialist societies and its influence on gender identities, the book offers a unique contribution to global media studies and the broader discipline of gender and communication.