

1. Record Nr.	UNINA9910790884703321
Titolo	Media disparity : a gender battleground // edited by Cory L. Armstrong
Pubbl/distr/stampa	Lanham : , : Lexington Books, , [2013] ©2013
ISBN	1-4985-1560-6 0-7391-8188-2
Descrizione fisica	1 online resource (311 p.)
Altri autori (Persone)	ArmstrongCory L
Disciplina	302.23082
Soggetti	Mass media Women in mass media Women in popular culture
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.
Nota di contenuto	Contents; Tables and Figures; Acknowledgments; Preface: Media, Gender, Niche; Part One: Traditional Media and Issues; Introduction; Chapter One: Women's (mis) Representation in News Media; Chapter Two: Gendered Sexual Scripts in Music Lyrics and Videos Popular among Adolescents; Chapter Three: Women in Health News and Communication; Chapter Four: Newspaper Coverage of Women Running for the U.S. Senate in 2012: Evidence of an Increasingly Level Playing Field?; Chapter Five: From Annihilation to Ambivalence: Women in Sports Coverage; Part Two: Contemporary Media Platforms and Issues Chapter Six: Wikipedia's Gender GapChapter Seven: The Good, the Bad and the Beautiful: How Gender is Represented on Reality Television; Chapter Eight: Advertizing the Gaze: Advertisers' Construction of Female Masculinity through the Athleticism of Olympians Abby Wambaugh, Lindsey Vonn, and Marlen Esparza; Chapter Nine: Gendered Performance in Virtual Environments; Part Three: Cross-Cultural Perspectives on Gender in Media; Chapter Ten: Bic for Her and Crisps for Him: Contemporary Gendered Targeting and Representation in Advertising around the World Chapter Eleven: Women Making News (or Not) in UgandaChapter Twelve: Blame Narratives: News Discourses of Sex Trafficking; Chapter

Thirteen: Gender Differences in Covering Public Health Crises in China; Part Four: Where are We Now; Chapter Fourteen: Media and Public Discourse: The Limits of Feminist Influence; Conclusion: The Next Frontier in Gender Representation; Bibliography; Index; About the Contributors

Sommario/riassunto

This book highlights the progress-or lack thereof-in media regarding portrayals of women, across genres and cultures within the twenty-first-century. Both original studies and descriptive overviews of current media platforms are included, as top scholars evaluate the portrayals of women in contemporary venues, including advertisements, videogames, political stories, health communication and reality television.
