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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.