Women and Media. International Perspectives

Description: In the last few decades, feminist media scholars have been active in revealing the complex ways in which the gender media relation is played out in production, consumption, and reception. From an analysis of news media’s coverage of women politicians, through the marketing of “girl power”, to strategizing for equality in newsrooms, Women and Media: International Perspectives provides important insights into how gender is integrated in media industries.

Bringing together original essays by international scholars that explore key concerns between gender and media, Women and Media conveys the dynamism of this issue. Importantly, the theme that runs through the volume and which serves to unify these otherwise diverse articles is that media have the potential both to reinforce the status quo in power arrangements in society and to contribute to new, more egalitarian ones. An ideal teaching tool for students, this lively volume includes part-section overviews, bibliographies, key terms, discussion questions, and an introduction by the editors that carefully maps the contours of the international struggle between feminists and the media.

Contents:

Notes on Contributors vii
Acknowledgments x

1 Introduction 1
Carolyn M. Byerly and Karen Ross

Part I Representing and Consuming Women 9

Introduction

2 Media Coverage of Sexual Violence Against Women and Children 13
Jenny Kitzinger

3 Exclusion and Marginality: Portrayals of Women in Israeli Media 39
Dafna Lemish

4 Women Framed: The Gendered Turn in Mediated Politics 60
Karen Ross

5 The Woman Warrior: A Feminist Political Economic Analysis of Crouching Tiger, Hidden Dragon 81
Ellen Riordan

Part II Women’s Agency in Media Production 105

Introduction

6 Feminist Interventions in Newsrooms 109
Carolyn M. Byerly

7 Working, Watching, and Waiting: Women and Issues of Access, Employment, and Decision-Making in the Media in India 132
Ammu Joseph

8 Dangerously Feminine? Theory and Praxis of Women’s Alternative Radio 157
Caroline Mitchell

9 Cyberspace: The New Feminist Frontier? 185
Gillian Youngs
Index 209

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