



De reinas a ciudadanas (Aresta - Dones) (Spanish Edition)

Juana Gallego Ayala

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¿Son las mujeres reinas? ¿Son sirenas? ¿Son damas de hierro? De reinas a ciudadanas. Medios de comunicación, ¿motor o rémora para la igualdad? plantea todas estas cuestiones, a la vez que trata de responder por qué los medios de comunicación se empeñan en continuar ofreciendo una imagen de las mujeres que no se corresponde con el cambio experimentado en la sociedad. Tal y como queda documentado en este libro con multitud de titulares periodísticos, el tratamiento que se hace de las mujeres es asimétrico respecto al que se hace de los hombres, estereotipado y aun discriminatorio y peyorativo, tanto en la información como en los programas de entretenimiento y la publicidad. Este volumen hace un recorrido minucioso por las diversas manifestaciones comunicativas, desde la prensa de información general, donde la presencia femenina es insignificante y con frecuencia plagada de sanciones de género; pasando por la prensa femenina, que se ha convertido en un catálogo publicitario de moda y belleza donde las mujeres sólo son consumidoras voraces; hasta llegar a la televisión, la radio, el cine y la publicidad, modalidad comunicativa ésta que ha concitado numerosas críticas y que, sin embargo, sigue sin ser receptiva a la incorporación de nuevos modelos femeninos más allá de la eterna joven, atractiva, esbelta, delgada y explosiva. Si en algunas épocas históricas los medios de comunicación han sido motor de cambio, este libro plantea que en la actualidad los medios van por detrás de los cambios experimentados por las mujeres en la sociedad y de alguna manera se han convertido en una rémora para la igualdad.

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