



EWMD International Conference 2017
“Brave New Media World – a subject of daily challenges”
September 22-24, 2017 in Ingelheim / Germany

Workshop 4:

Gender Trouble in New Media – What are the News in Images of Women and Men?

Digital news media drive a fundamental change in the way journalists, as the fourth power in the state, observe politics and business. But what about gender relations? Are the images of men, women and other gender as innovative as the new media at large claim to perform? In digital news media, you can find virtually anything set in scene – smart female political and economic leaders as well as beautiful birdbrains, political alpha-dogs as well as new fathers, feminist blogs and empowerment campaigns as well as sexist pictures and shit storms. In this dialogue forum we will study patterns performed to depreciate and trivialize women as well as patterns employed to portray powerful and assertive women. And we will share experience in how to play the media’s game competently to influence one’s self-presentation.

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