

Success strategies for girls and young women: The mass media as a space for public debate

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Abstract

Concepts of life strategies and life success, as well as role models for young women and girls in Russian society and the media have been transformed dramatically in recent 25 years. As reaction on condemned Soviet ideology, since 1990 th mainstream Russian media have been promoted mostly stereotypical, subordinated, political passive image of women. Women's magazines have been developed «glossy» or «traditionalist» approaches for decades, and today one could find publications with both. At the same time feminist journalists elaborated an alternative, in print media and on line, The most interesting examples were born in mid 90 th, «Girls ask for attention» and «Wyu i Myi», both based on International cooperation with women journalist groups, gender scholars and activists. Moscow State (faculty of journalism) also developed cooperation in gender and media – together with University of Lund, Orebru, Barbard Colege Columbia University and others. Most of gender sensitive media projects for young women and girls in Russia today are on line. Women Journalist Club is part of UNESCO GAMAG initiative. Cooperation is very important in development of stop-sexism and raising gender awareness work among young women and girls.