

IFA Gender and Language (GAL) Group

invites everyone to a **guest lecture**

by

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on

***Women's matter* and visual discourse: Visualization of Polish social transformations in the early 1950s and 1990s in the Polish women's magazines**

Abstract:

Establishing socialism after the Second World War and democracy after 1989 constitute turning points in modern Polish history. Emancipation and equality of women incorporated either in socialist or democratic ideology, although following different patterns, were supposed to improve broadly understood women's welfare. Verbal texts dating from those periods supporting the needs of political and ideological campaigns seemed to assist *women's matter*. However, we may have the distinct impression that the actual situation was much more complicated. Therefore, in this presentation the visual representations of women and the verbal texts from the early 1950s and 1990s women's magazines will be scrutinized. It will be underlined that the verbal language plays a role of superior system defining all kinds of social interactions, whereas visual discourse associated with private sphere and related to entertainment was used to employ less formal and bureaucratic forms of communication, which made its transmission more reliable.

Wednesday, 18 March 2009, 5 p.m. Room 602A.