In my paper I would like to present the transition in gender discourse using as an indicator the types of jokes about both sexes created before and after the socio-political changes (1989-present). There will be presented the interpretations and examples of jokes now and then presenting the image of men and women in the society through jokes contents analyses. The other factors influencing changes will also be described such as new social culture, e-learning, globalisation and others.

Political and socio-economic changes in Poland since 1989 have also influenced the relationship between both sexes. In the new free market economy men started to compete for jobs and salaries with highly educated, smart and experienced women. At the same time the ideas of feminism were widely spread in the society. Many feminine organizations were created and empowered women. Similarly western societies experienced a crisis of masculinity. The gender discourse become sharper globally.

Jokes analysis now reveals a female as lower category of a human being even with the elements of humiliation. Formerly jokes about both sexes were more like funny stories based on gender stereotypes, which didn’t insult anybody. Now the image of women presented in jokes are as beings with no brains but only sex organs and sex traits (i.e. example are jokes about blond girls adopted in Poland that came from the USA through Internet). In revenge women started to spread impertinent jokes about men. Similarly in jokes created by women about man the vulgar vocabulary started to be used. Women jokes about men couldn’t be seen only as a response for insulting them from the men side. Those rude jokes have shown that women do not allow themselves for discrimination in any field even in language. Before 1989 there was no social approval for women talking openly about sex. In the case of Poland women have adopted some elements of masculine style of speech and redefined and developed it to create non feminine ways of expression projecting an image of toughness. This phenomenon shows women abandoning socialization criteria of womanhood Lakoff, 1975.

Finally the new jokes existing in Poland present women in a subjective role by choosing a depart from the expected female norms of behaviour.