ABSTRACT

THE IMAGE OF THE FEMINIST AS AN ENEMY: RUSSIAN MEDIA THROUGH GENDER PERSPECTIVE

Igor Shkolnokov, Department of History, Ivanovo State University, Russia

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Despite the long traditions of the Russian feminist movement the word "feminism" is still perceived in Russian society in the strong negative context. It is an obvious fact that Russia is a deeply gender stereotyped society with the strong patriarchal values which are widely promoted in Russian mass media especially if these values relate to the relationships between sexes. A woman, who declares herself a feminist, usually treated in our society as an "enemy", "lesbian", "neurotic person" and so on. Gender stereotypes are deeply rooted not only among so to speak uneducated people, but also among politicians (there is, for example, an interesting interview with the Minister of Culture, who, identified feminists with lesbians) academicians, etc. Therefore the report will be focussed on the issue what is the common image of the feminist in Russian media, how this image is created and perceived by the people both male and female. Also it is supposed to compare mass media with the feminist literature and try to answer the question what are the ways of changing the situation and empowering first of all women themselves to change this strongly negative attitude towards feminism.