

WOMEN IN MEDIA CULTURE:  
AN OUTLINE BASED ON THE SCRIPTED DOCUMENTARIES

S u m m a r y

Nowadays we live surrounded by the media, immersed in media culture. It is the source of contemporary myths of freedom, love, success, happiness. It also provides the role models of consumption, desires, behaviour and lifestyles. Mass media present, among other, different models of femininity: traditional, neotraditional, egalitarian or postmodern. After all, the domination of modernized traditional model (also known as traditional asymmetric or neotraditional) in the analyzed examples of media culture over undoubtedly attractive egalitarian model tends to preserve the social *status quo*.

*Translated by Eliza Borkowska*

**Key words:** femininity; gender; types of women; models of femininity; media culture; para-documentary series.