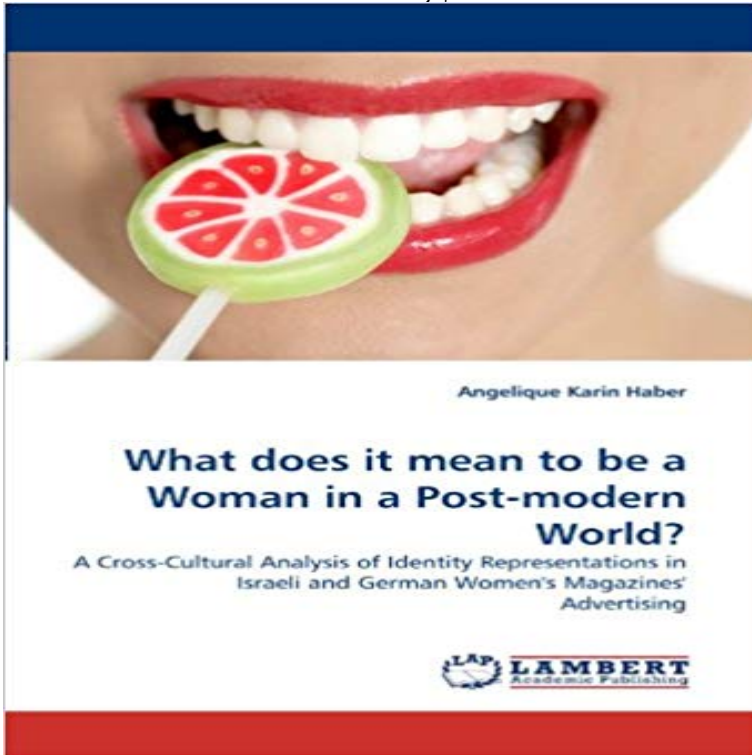


# What does it mean to be a Woman in a Post-modern World?: A Cross-Cultural Analysis of Identity Representations in Israeli and German Womens Magazines Advertising



Advertising has become a main force of socialization. It takes a significant part in the construction of identities and therefore, a critical examination of its communicated messages is mandatory. The present research is the first to compare Israel and Germany in the context of womens identities representations. With the help of quantitative, semiotic, and narrative research methods, the advertisements in popular womens magazines are critically analyzed regarding their cultural values, their meanings, and their constructions of femininity. In the quantitative part, around 500 advertisements are analyzed for each country. The emerging similarities and differences are the basis for a critical exploration of feminine identity representations in both societies. The emerging results reveal that despite the increasing globalization of advertisements, local representations of womens identities account for significant differences. The findings can serve as a basis for further research regarding womens identities representations in advertising as well as for implementations in policy-making and marketing decisions.

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