

# Aleksandra Korczyc

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## Konkurencja wyobraźni : Kobięce tabu w reklamie

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Artykuł został zdigitalizowany i opracowany do udostępnienia w internecie przez Muzeum Historii Polski w ramach prac podejmowanych na rzecz zapewnienia otwartego, powszechnego i trwałego dostępu do polskiego dorobku naukowego i kulturalnego. Artykuł jest umieszczony w kolekcji cyfrowej [bazhum.muzhp.pl](http://bazhum.muzhp.pl), gromadzącej zawartość polskich czasopism humanistycznych i społecznych.

Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

*Aleksandra Korczyk*  
**Lively Imagination.  
 Woman's Taboo in  
 Advertising**

Throughout this century, the role of women and men in society has changed, and majority of people feel this change is for the better. Is this true? Traditional views of the position of women and men within society are so deeply ingrained. This deep-rooted opinions use media- television and they makes and still perpetuates stereotypes. The article present the analysis the role of woman and men in advertising. The quantitative and qualitative analysis is based on TV advertisements taken from 4 TV programmes: TVP1, TVP2, Polsat, TVN. Deep analysis concerns the influence of the presentation gender in the life. Time my analysis is : 12-19.01.2011.

*Michał Jan  
 Lutostański*  
**Behemoth Break the  
 Taboo Becoming an  
 Element of Polish  
 Popular Culture.  
 Analysis of Works  
 of Art**

During last two years around polish popular culture had been made a process of braking the taboo jointed with showing contents. It means containing in popular culture, polish death metal band called Behemoth, which contents are rather radical. To show it there had been made quantitative analysis of songs – supported by based on grounded theory computer program – Atlas.ti, qualitative analysis of covers and description of image of this band.

*Izabela Kowalczyk*  
**Representations of  
 Bodies in the Public  
 Space**

In this text I reflect on tabooisaiton of bodies in the public space. There is interesting point that we deal with over-representation of bodies which are young, attractive, slim, ideal, and even naked, especially in advertisements. These bodies are anonymous and not-individualised, they are objects of aesthetic pleasure first of all. The issue of representation is important for discussions of identity. Thus the important question is: what bodies are excluded from this sphere, and at the same time, what identities are excluded? Inappropriated bodies are stereotyped or condemned to invisibility. I discuss ways of the stereotypisation that took place in advertisements (included social ones). The examples of this process are representations of older women, handicapped persons, homosexuals and breast-feeding mothers. These pictures are often received as disgusting, scandalous, and inappropriate to be shown in the public space. I try to trace the