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## Research topics

Ruxandra Teodorescu

**Swapping Stereotypes:**

**Femininity and Masculinity in Romanian Media**

**Study of:**

**talkshow behaviour of male / female guests, interviews, vox-pops, impromptu images, language cliches**

**Objectives:**

**de-constructing "indirect advertising": demonstrating that image promotion, political correctness, audience rating and magazine sales form contradictory trends, produce clashes and aberrations which need open and candid discussion.**