

ONLINE IMAGE OF FEMINIST ORGANIZATIONS

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Abstract

Feminist organizations, despite their local infrastructure, aim to change the global mentality related to women's social position. Taking into account this purpose, this paper will attempt to reveal the online impact of feminist organizations, launching the hypothesis whether or not the activity of this type of organizations can be considered a tool for improving the women's of the 21 century social status?

First of all, the current research starts with a need for reconceptualization. I will take into consideration the activity on social networks of those organizations, while speaking about a better dissemination of feminist goals and implicitly, creating a proper image of women into Web 2.0 era. For instance, major organizations such as European Women's Lobby have an intense presence on social networks, easily spreading feminist messages and so, attempting to draw the attention of more and more people on their causes. Among those causes, we mention children education, social protection for women, victims of domestic violence, which adds another point of view to our topic: are feminist organizations allies of media education? How do media institutions react to those messages: do they prompt them forward or simply forget about them, since they aren't worthy for their agenda? Do Romanian feminist organizations apply the same communication tool? More precisely, are they active on social networks?

In order to sustain these ideas, I will apply content analysis as a main research method on the sites and social networks' accounts of several European feminist organizations, such as European Feminist Forum, European Feminist Initiative or European Professional Women's Network. The results will be counterbalanced with the local perspective of similar Romanian organizations: Centrul Filia (Filia Center), Mame pentru Mame (Mothers to Mothers), Asociația Front (Front Association).

Key Words: Third wave of Feminism, women social identity, feminist organizations, web content analysis, online image.