



Comms Women Initiative Promoting and Celebrating Works by and about Comms Women

**These literature lists are to support researchers in doing research into Comms women by providing one place to collect all literature to encourage other scholars to do this research and help young scholars conduct literature reviews and/or re-interpreting already existing literature research studies. Practitioners who are interested in research will be supported via our blog which will also feature research summaries and commentaries.*

The literature was selected based on a search on Mendeley and a list of literature provided by the Intellect publisher plus some works were added on the basis of knowing about them.

**Please note this initiative is a one-woman show and I am still working on updating the literature. If you have published something not listed below, please send a reference to martina@commswomen.uk and I will add it to the list.*

SCHOLARLY LITERATURE: WOMEN IN ADVERTISING

BOOKS

2023

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Losewarne, R. (ed) (2020). *Sex in Public: Women, Outdoor Advertising and Public Policy*. Cambridge: Cambridge Scholar Publishing.

Şahin, E., & Şentürk, Z. A. (2020). *Seek for ideology in advertising messages: Presentation of feminism and gender in advertising. Ideology and Communication: Symbolic Reflections of Intellectual Designs*. Frankfurt a.M: Peter Lang.

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Kramarae, C., & Russo, A., (2010). *The Radical Women's Press of the 1850s*. London: Routledge.

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BOOK CHAPTERS

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Ghanem, M. B., & Dekhil, F. (2023). Representation of Women and Gendered Role Portrayals in Television Advertising: A Content Analysis of Ramadan Advertising in the Pre- and Post-Tunisian Revolution. In *Political Economy of Gender and Development in Africa: Mapping Gaps, Conflicts and Representation*. https://doi.org/10.1007/978-3-031-18829-9_2

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Benedict, B. M. (2018). Advertising Women: Gender and the Vendor in the Print Culture of the Medical Marketplace, 1660–1830. In – Batchelor, J., & Powell, M.N. (eds), *Women's Periodicals and Print Culture in Britain, 1690-1820s: The Long Eighteenth Century*. Edinburgh: Edinburgh University Press.

Carbajal-Obando, N. C., Mezarina, M., & Gallardo-Echenique, E. (2022). Gender Role Stereotypes as an Ethical Resource in the Peruvian Advertising Discourse. In – [Marketing and Smart Technologies](#). London: Springer. (pp. 665-673).

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Kilbourne, J. (1994). Still killing us softly: Advertising and the obsession with thinness. In - P. Fallon, M. A. Katzman, & S. C. Wooley (Eds.), *Feminist perspectives on eating disorders* (pp. 395–418). Guilford Press.

JOURNAL PAPERS

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Iyer, K. V., & Dani, K. (2025). Femvertising empowering or commodifying women? Exploring the changing feminist discourse in internationally award-winning advertisements. *Corporate Communications: An International Journal*, ahead-of-print (ahead-of-print). <https://doi.org/10.1108/CCIJ-11-2023-0157>

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