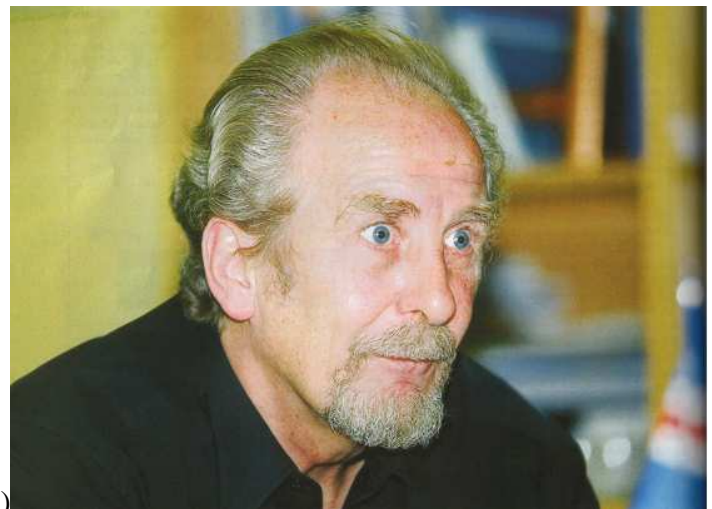
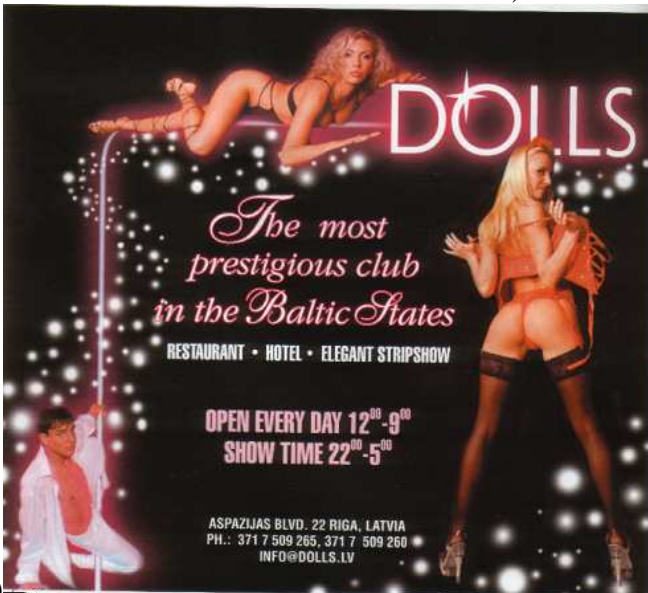
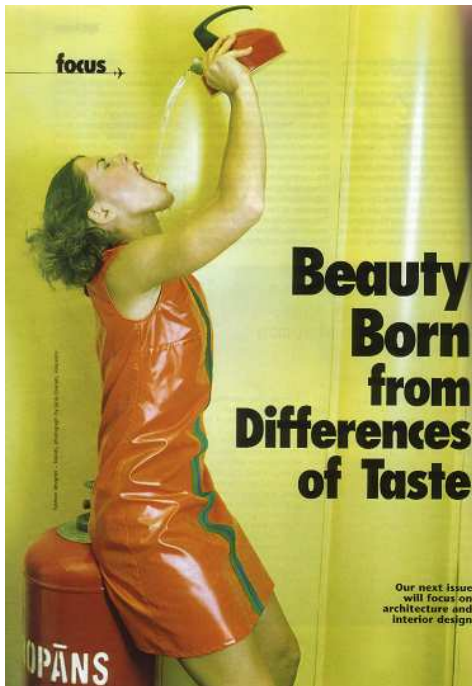


# Baltic Outlook

Gendered images in Airbaltic Magazine August 2003 presenting the Baltic countries and their people to visitors from abroad

Presentation Karen Sjørup, Denmark Riga Autumn 2003

## Baltic Outlook





5)



6)

www.partymix.lv

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The advertisement features a vibrant scene with several women in red, sequined outfits and a man in a white shirt and dark jacket at a casino table. The table is covered with a red and yellow patterned cloth and has several glasses and cards on it. A red rabbit logo is visible on the left side of the ad.

7)



8)

Māris Zemgālis, BKCS Arno



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*The Best  
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**Amazing  
Erotic  
Show**

**RED SQUARE**

For Businessmen  
On Flight

9)

10)



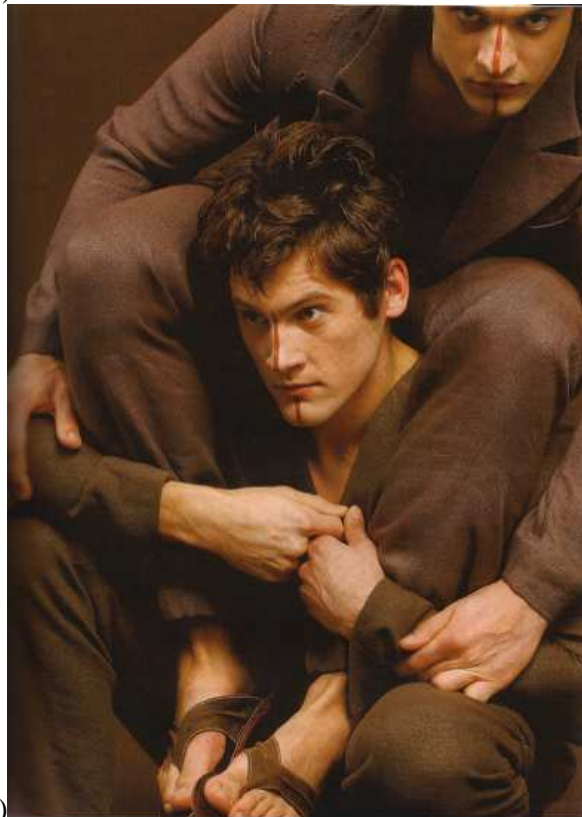
Glenn Zuehlke

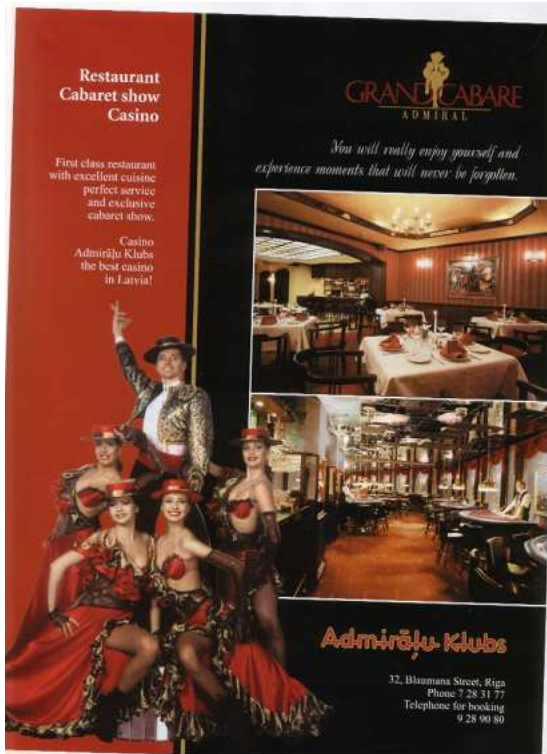
**Textile designer Laima Kaugure  
and her "linen mission"**



11)

12)





13)

## Stereotypes of Women and Men

- Although Baltic women are professional women, executives, working women, mothers, daughters, wives and girl friends, they are unianimously portrayed as fashion models, strippers, fashion designers and dancers in restaurants for the visitors of both gender
- Men are portrayed in many different roles: Football players, thinkers and writers, executives, pilots, dancers,
- Womens bodies are sexually exposed, mens bodies are covered up
- Women's bodies are for sale for the purpose of sex. Men's bodies belong to themselves and are usually tightly covered