

# **The image of women in Romanian advertising: The 1890s-1920s. A discourse analysis approach**

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*This paper attempts at depicting the image of women as portrayed in Romanian advertising in the last part of the 19<sup>th</sup> century and at the beginning of the 20<sup>th</sup> century. The theoretical framework of analysis combines instruments of discourse analysis and pragmatics with gender studies concepts and it is part of larger research dedicated to the study of the image of the woman as portrayed by adverts throughout time, in Romania. As our research will prove, the way in which the image of women has been captured by the discourse of advertising has undergone changes, as a reflection of the mentalities and implications generated by the historical and social background.*

*Keywords: discourse analysis, woman portrait, gender studies, advertisements, diachronic and synchronic approach*

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