

PROFESSIONAL IDENTITY AND GENDER ISSUE IN CREATIVE FIELDS

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ABSTRACT

In recent times all social and business-oriented perspectives have taken on a new dimension of 'creative industries' and the attitudes of creative workers. The emphasis was on the allegedly hybrid character of "creative work" and the manner in which this feeds the image of the self-interested creative worker. Our essay takes these statements as its point of origin and tries to create more detailed discussions regarding these areas of labour, often overly synthetically handled. Based on our research in the past, we are investigating how the principles and a fun and humorous image of the creative worker were handled by two groups of creative workers in advertising and magazine publishing. We explain the subjective participation of these practitioners within specific types of manhood and explore how to write genre into the creative cultural field of advertising and magazine publishing in the early concerns of gender and in particular masculinity. Our goal when we examine these issues is to disturb the progressive tales often inserted in creative professions and highlight the survival within these sectors of a very old concept of production.

KEYWORDS: Advertising, Creative, Cultural, Industries, Labour, Social, Work.

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