

Maria Raicheva-Stover, Elza Ibroscheva (eds.) (2014). *Women in Politics and Media: Perspectives from Nations in Transition*. New York, London, New Delhi and Sydney: Bloomsbury Academic, pp. 352, ISBN: HB: 978-1-6289-2087-1.

The authors argue that despite the fact there have been some breakthroughs in female political participation which were visible and covered by media, there is still need for public discussions about the role of women in politics. In this context also important is the role of media and especially the way of media construct and presentation of political actors and coverage of women politicians. The authors indicate the gendered nature of political reporting and politics. They also claimed that there is quite a large number of studies on the interactions between women participating in politics and media from established democracies. *Women in Politics and Media: Perspectives from Nations in Transition* provides a broader perspective. To select the countries named “nations in transition” (to distinguish them from established democracies) the authors used mainly Inglehard and Norris’s categorization which examined the relationship between gender equality and cultural change. It was also important to examine the countries from different regions. The book contributors point out in the introduction that they aimed at:

(1) shifting the focus of attention to countries in transition, which have not been the usual suspects of scholarly investigation, and (2) featuring a diverse group of scholars who could provide valuable insights into the latest developments in each region. (p. 7)

This book was created by 2 editors, Maria Raicheva-Stover and Elza Ibroscheva and 20 contributors come from different parts of the world and from diverse disciplines and usually specialized in journalism, political science, and communication studies. The book presents 16 essays and consists of three parts: “Framing the Message: Mediated Representations and Journalistic Practices” (1), “Managing the Message: Self-representations” (2) and “Navigating the Public Space: Class and Beauty” (3).

The opening chapter by Einat Lachover presents how women’s magazines in Israel covered women who take part in national politics. The study focuses on two female leaders, Tzipi Livin and Daphni Leef, during the period when they play an important role in public discourse and also shows the relationship between specific types of media like women’s magazines and woman participation in politics. Mary Griffiths and Sara Chinnasamy dedicate their chapter to the role of new technologies as an area of democratic participation in Malaysia. They analyze the media image of human rights lawyer Ambiga Sreenevasan and her counter-discursive practice. The next chapter, written by Elza Ibroscheva and Maria Raicheva-Stover is the historical analysis of the press coverage of female politicians in Bulgaria. The authors point out gendered coverage and aim to look at what part of gendered mediation plays in the representation of Bulgarian women politicians in the national press. Twange Kasoma presents in her chapter the press coverage of

Zambian Women who are Members of Parliament. She shows the results of content analysis and face-to-face interviews with journalists. The media visibility of Tunisian women politicians in traditional and new media is the subject of the chapter by Maryam Ben Salem and Atidel Mejbri. The essay is an analysis of media coverage of women politicians after the revolution in Tunisia and shows obstacles that women who are active in politics have to face. In the next chapter, Munira Cheema presents the gender dynamic of current affairs talk shows on Pakistani television. It is an attempt to fill the gap of academic literature about the presence of women active in Pakistani politics in broadcast media. Gendering in Russian culture of political journalism is a topic taken up by Liudmila Voronova. She emphasizes the contradiction between an idealized vision of quality political journalism and the impossibility of avoiding gendering. The last chapter in this part, written by Tania Cantrell Rosas-Moreno and Ingrid Bachmann, is dedicated to a comparative analysis of how the press in three countries: Germany, Liberia, and Chile covered the successful election of Angela Merkel, Ellen Johnson-Sirleaf and Michele Bachelet, who became heads of governments again.

The opening chapter in the second part of the book by Teke Ngomba, explains the phenomenon of Edith Kah Walla in the context of the 2011 presidential elections in Cameroon. The paper examines the campaign style of Edith Kah Walla and shows media coverage of women from Africa running for high political office. Pedro G. dos Santos and Farida Jalalzai focus on Dilma Rousseff, who was elected the first woman president of Brazil. The authors present gender roles, campaign strategy and elections of this woman leader in a male-dominated political system. The next chapter is dedicated to visual framing of Romanian women politicians in blogs during the 2012 parliamentary elections in Romania. Camelia Cmeciu and Monica Pătruț are interested as to how women politicians have been using visuals during election campaigns. Closing the second part is the chapter by Sonila Danaj and Jonila Godole, which focuses on women politicians in Albania. In this case the authors are not interested in media coverage of them, but how women politicians view their media coverage.

The last part of *Women in Politics and Media: Perspectives from Nations in Transition* is opened by a chapter dedicated to the first female president of Chile, Michelle Bachelet. Claudia Bucciferro shows how the personal and political interweave could have an influence on the rise of leaders. The next chapter explains media coverage of women active in politics in Venezuela. In this paper Elizabeth Gackstetter Nichols shows the positions of two women — Irene Sáez Conde, who was candidate for the presidency and Lina Ron, who was an activist and supporter of another candidate — inside and outside the political power structure as a way of explaining the public image and role of women politicians in Venezuela. Elizabeth Gackstetter Nichols is the author of another chapter in this book. She presents also “ultra-feminine women of power” from Argentina and focuses on two women and their political careers — Eva Duarte de Perón and Cristina Fernández de Kirchner.

Closing this part and the book, this chapter presents a dual portrait of Yulia Tymoshenko. Tatiana Zhurzhenko presents role of Yulia Tymoshenko (and her “two bodies”) in Ukrainian politics as populist prime minister and political celebrity on the one hand and imprisoned leader of political opposition on the other.

The book by Maria Raicheva-Stover and Elza Ibroscheva contains descriptions of dynamic relations between women, politics and media. This volume brings a lot of research from a different perspective. It is important that it gives a view on interactions between women politicians and media in countries which are not Western democracies. A variety of perspectives, both geographic, cultural and scientific, is the huge advantage of this book. This volume is valuable and could stimulate discussions on the role of women in politics and their media image.

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Eryk Mistewicz (2015). *Twitter. Sukces komunikacji w 140 znakach* (Twitter. The Success of the Communication in 140 Characters). Gliwice: Wydawnictwo Helion, pp. 199, ISBN: 978-83-246-7899-0.

The book is written by Eryk Mistewicz, the editor of *Nowe Media* magazine in Poland, who is also well known as an active user of the Twitter platform. The book focuses on this platform as a source of the communication success for businesses, institutions and other organizations. It contains a large number of short chapters, which are written in both formal and informal language. Some of them were published before as articles in *Nowe Media* or like p.ex. “140 flickers of the thoughts” — in *Uważam Rze* magazine.

It can be said that the book is divided in three major parts which can be distinguished by the topics of the chapters and which are intermingled. The first part (group of chapters) is focused on trends and myths about Twitter and also a social background of its creation. The second chapter describes how to use the Twitter platform correctly, to use its features, to operate safely in this application and how to “play” with different functions (he actually operates with this term according to hashtags or retweets to show that the user’s activity is a kind of game between people). In the third part, Mistewicz presents his idea of the presence of the brand in the Twitter platform. But under the term “brand” the author understands not only the brands of huge businesses but also a personal brand of politicians, journalists, public institutions and also us as common users. Mistewicz is convinced that we can create our personal brand on Twitter very well. He writes: “Twitter is the most interesting platform among the new media” (p. 15) to show how excited he is with its features and capabilities.