



WOMEN AT WORK

VIEWS ON FEMININITY AND SANDWICH GENERATION

14 January at 14.00 – 15.15 CET+1 (Finland)
13.00 – 14.15 CET (Poland, Belgium, Spain)

PROGRAM

WELCOME

The four representations of mature femininity in culture and communication.

Krzysztof Polak, Semiotic Solutions

There is no single image of mature femininity in today's culture. Rather, we are dealing with different representations of it. Cultural analysis and semiotics have helped to find the structural order in this diverse area and thus to understand the main meaning creation mechanisms of mature femininity in modern culture.



WORKING SANDWICH GENERATION

Analysis of selected results of comparative surveys in Belgium, Finland, Italy, Poland and UK.

Alicja Grześkowiak, Wrocław University of Economics and Business

The purpose is to study the so-called Sandwich Generation in these countries with different models of the welfare state. The basic sample in each country was 500 people aged 45-65, and extended sample (boost sample) 250 people belonging to the Sandwich Generation. The survey was conducted in September – November 2020.



CONCLUSION

The audience can ask questions and join the discussion.

REGISTER HERE: https://www.lyyti.in/women_at_work

MORE INFORMATION

Kaija Villman

kaija.villman@xamk.fi, tel. +358 40 176 4667



Leverage from
the EU
2014–2020

