

POWER AND IDENTITY

IN CONTEMPORARY SOCIETIES



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Vasylyna Podliesna

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PREFACE

This volume brings together a collection of scholarly contributions that explore the intersections of gender, culture, labor, and communication in contemporary societies. In a rapidly transforming global context shaped by neoliberal economic structures and digital technologies, social relations and power dynamics are increasingly redefined across both public and private spheres.

The chapters in this book address a diverse range of critical themes. The examination of labor in the gig economy highlights how structural inequalities and neoliberal policies contribute to gendered precarity and the persistence of the sexual division of labor. The analysis of gendered power in digital environments further reveals how representation, intersectionality, and online feminist resistance shape contemporary struggles for equality. In addition, the exploration of cultural narratives within living heritage contexts offers insights into how traditions are preserved and reinterpreted in modern societies. The study of communication patterns in intimate relationships provides a deeper understanding of how connection and conflict are constructed through everyday discourse.

By adopting an interdisciplinary perspective, this volume integrates insights from sociology, gender studies, cultural studies, and communication research. It contributes to academic discussions by highlighting both structural conditions and lived experiences, offering a comprehensive view of how inequality, identity, and interaction are negotiated in different contexts.

It is hoped that this book will serve as a valuable resource for researchers, students, and practitioners interested in gender, culture, and social relations, while encouraging further critical engagement with the complexities of power, identity, and communication in contemporary life.

Editorial Team
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