



**Gender  
in focus:  
(new) trends  
in media**

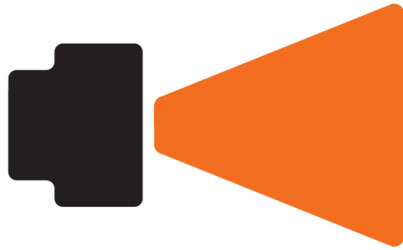
**20-21 JUNE 2014**

**INTERNATIONAL CONFERENCE**

**University of Minho, Braga, Portugal**

**[genderfocus2014.wordpress.com/](http://genderfocus2014.wordpress.com/)**

**Book of Abstracts**



**International Conference**  
**“Gender in focus: (new) trends in media”**

University of Minho | Braga – Portugal  
June 20-21, 2014

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## Scientific Committee

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Silvana Mota-Ribeiro, University of Minho, Portugal  
Sofia Neves, Maia Higher Institute, Portugal  
Sofie van Bauwel, Ghent University, Belgium  
Tonny Krijnen, Erasmus University Rotterdam, Netherlands  
Zara Pinto-Coelho, University of Minho, Portugal

## **Organizing Committee**

Carla Cerqueira (President), CECS, University of Minho, Portugal

Ana Jorge, CICS, University of Minho & CIES, University Institute of Lisbon, Portugal

Anabela Santos, CECS, University of Minho, Portugal

Mariana Bernardo

Paula Lobo, CIMJ, Portugal

Rosa Cabecinhas, CECS, University of Minho, Portugal

Sara Magalhães, CEFH, Catholic University of Portugal & CP, University of Porto, Portugal





## PROGRAM OVERVIEW

WEDNESDAY, JUNE 18	THURSDAY, JUNE 19	FRIDAY, JUNE 20	SATURDAY, JUNE 21
		8:00 – 19:00 Registration  9:00 – 9:30 <b>Opening Ceremony</b>  9:30 – 11:00 <b>Plenary Session</b>  11:00 – 11:30 Coffee-Break  11:30 – 13:00 <b>Parallel sessions</b>	8:30 – 10:00 <b>Parallel sessions</b>  10:00 – 10:30 Coffee-break  10:30 – 12:00 <b>Parallel sessions</b>  12:00 – 12:45 <b>Plenary session</b>  12:45 – 13:00 <b>Closing ceremony</b>
		13:00 – 14:00 Lunch Break	15:00 Tourist City Tour to Braga*
		14:00 – 15:30 <b>Parallel sessions</b>	
		15:30 – 16:00 Coffee-break	
		16:00 – 17:30 <b>Parallel sessions</b>	
		17:30 – 18:00 Coffee-break	
		18:00 – 19:30 <b>Plenary session</b>	
21:30 – 23:30 <b>Social Events</b>	21:30 – 23:45 <b>Social Events</b>	20:00 – 23:00 <b>Dinner and Social Event</b>	<i>*Subject to registration and fee</i>



## DETAILED PROGRAM

| FRIDAY, JUNE 20 |

<p>8:00 – 19:00 <b>Registration</b></p>
<p>9:00 – 9:30 <b>Opening ceremony</b> Venue: IE Multimedia Auditorium</p>
<p><b>Helena Sousa</b> President of the Institute of Social Sciences, University of Minho</p> <p><b>Moisés de Lemos Martins</b> Director of the Communication and Society Research Centre</p> <p><b>Rosa Cabecinhas</b> Principal Investigator of the Project “Gender in Focus: Social Representations in Portuguese Generalist Newsmagazines”</p> <p><b>Carla Cerqueira</b> Head of the Organizing Committee</p>
<p>9:30 – 11:00 <b>Plenary session 1</b> Venue: IE Multimedia Auditorium</p>
<p><b>Chair:</b> Rosa Cabecinhas   University of Minho, Portugal</p> <p><b>Stasis and Shifts in Feminist Media Scholarship</b> Carolyn Byerly   Howard University, USA</p> <p><b>Gender and Communication: Problematizations, Methodologies, Intersections</b> António Fernando Cascais   New University of Lisbon, Portugal</p>
<p>11:00 – 11:30 <b>Coffee Break</b> Venue: West Atrium of the IE Multimedia Centre</p>

11:30 – 13:00  
**Parallel Sessions**

**Panel session 01: Queering Communication and Media Studies**

Venue: IE Multimedia Auditorium

**Chairs:** António Fernando Cascais | New University of Lisbon, Portugal  
João Manuel de Oliveira | University Institute of Lisbon, Portugal

11:30-13:00

**Homonormativity in Portuguese Media: Tales of Progress, Tales of Belatedness**  
João Manuel de Oliveira | University Institute of Lisbon, Portugal

**Rocky Horror Picture Show as A Meaning System in the Complicated Universe of Gender**  
Caterina Cucinotta | New University of Lisbon, Portugal

**The Voyeuristic Fascination of Sexual Alterity: BDSM and Kink Representations in Portuguese Journalism**  
Daniel Cardoso | New University of Lisbon & Lusophone University of Humanities and Technologies, Portugal  
Mafalda Mota | University of Porto, Portugal

**Thematic session 01: Gender and Advertising I**

Venue: ICS Atos Room

**Chair:** Silvana Mota-Ribeiro | University of Minho, Portugal

11:30-13:00

**Advertising and Gender Stereotyping: A Study of Urban India**  
Shrenya Mallik | Jawaharlal Nehru University, India

**Learning to Sell Sex? A Cultural Sociological Analysis of Gender and Sexuality in the Educational and Workplaces Cultures of Advertising Students and Practitioners in Ireland**  
Aileen O' Driscoll | Dublin City University, Ireland

**Role of Women in Television Advertisements Focusing Childhood Nutrition: A Content Analysis Study in Sri Lanka**  
Jhddr Kumara | Rajarata University of Sri Lanka, Sri Lanka  
Ph Siriwardana | Rajarata University of Sri Lanka, Sri Lanka  
Hp Reyal | Rajarata University of Sri Lanka, Sri Lanka  
Mum Anis | University of Peradeniya, Sri Lanka

**Cultural Values in Indian Television Advertisements Targeted towards Women**  
Chitralekha Chakrabarty | Indian Institute of Management, India  
Nameeta Chandra | Indian Institute of Management, India

**Consuming Gendered Bodies in the Media: An Empirical Research Among Italian Teenagers**  
Giulia Selmi | University of Trento, Italy  
Rossella Ghigi | Bologna University, Italy

**Thematic session 02: Media and Politics I**  
 Venue: ICS Lab 006  
 Chair: Ana Cabrera | New University of Lisbon, Portugal

<b>11:30-13:00</b>	<p><b>The Visible Woman: Newspaper Coverage of Canadian Party Leadership Contests, 1975-2012</b>          Angelia Wagner   University of Alberta, Canada          Linda Trimble   University of Alberta, Canada          Shannon Sampert   University of Winnipeg, Canada          Daisy Raphael   University of Alberta, Canada          Bailey Gerrits   Queen’s University, Canada</p> <p><b>The Role of the Political Newspaper in Shaping an Ideal Model of Ultra-Orthodox Woman</b>          Anat Feldman   Achva Academic College, Israel</p> <p><b>Boxing With Shadows: Aggressive Metaphors, Gender and Power in News Coverage of Conservative Party of Canada Leadership Contests</b>          Bailey Gerrits   Queen’s University, Canada          Linda Trimble   University of Alberta, Canada          Daisy Raphael   University of Alberta, Canada          Angelia Wagner   University of Alberta, Canada          Shannon Sampert   University of Winnipeg, Canada</p> <p><b>"Framing Gender: Media Representation of Women Ministers in Spain"</b>          Nuria Fernandez Garcia   Autonomous University of Barcelona, Spain</p> <p><b>The Portrayal of Women Politicians in Israeli Popular Women’s Magazines</b>          Einat Lachover   Sapir Academic College, Israel</p>
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**Thematic session 03: Media and Violence I**  
 Venue: Engineering Auditorium II  
 Chair: Cátia Ferreira | Catholic University of Portugal, Portugal

<b>11:30-13:00</b>	<p><b>Nepal Media Content Analysis on Gender Based Violence in Nepal</b>          Binu Lama   Center for Awareness Promotion, Nepal          Raj Raj Kamal   Center for Awareness Promotion, Nepal          Sharada Paudyal   Center for Awareness Promotion, Nepal</p> <p><b>Violence Against Women in Selected Nigerian Video Films and Novels</b>          Chioma Enwerem   Imo State University, Nigeria</p> <p><b>When ‘Good Girls’ Die: A Portrait of A Homicide Victim in Jordanian Media</b>          Salam Al-Mahadin   Al-Ahliyya Amman University, Jordan</p> <p><b>Accounting and Ethical Responsibility in Constructing the Subject Victim of Gender-based Violence on Spanish YouTube Channels Ciudad de Mujeres and Fundación Mujeres</b>          Sónia Puente   King Juan Carlos University, Spain          Maria Fuentes   Jaume I University, Spain          Rainer García   King Juan Carlos University, Spain          Diana Romero   King Juan Carlos University, Spain</p>
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	<p><b>Media Discourses About Intimate Partner Homicide: Thematic Analysis of Two Daily Newspapers between 2011 and 2012</b>  Helena Grangeia   University Institute of Maia, Portugal  Rita Conde Dias   University of Minho, Portugal  Sara Fernandes, University Institute of Maia, Portugal</p>
<p><b>Thematic session 04: Gender and Newsroom Culture</b>  Venue: ICS Lab 007  Chair: Zara Pinto-Coelho   University of Minho, Portugal</p>	
<p><b>11:30-13:00</b></p>	<p><b>Women in Journalism: Newsroom Culture(s) and News Production</b>  Paula Lobo   Journalism and Media Research Centre, Portugal  Maria João Silveirinha   Journalism and Media Research Centre, Portugal</p> <p><b>‘Gender as a Multi-layered Issue in Journalism’. A Multi-method Approach to Studying Barriers for Women in Belgian Newsrooms</b>  Sara De Vuyst   Ghent University, Belgium  Karin Raeymaeckers, Ghent University, Belgium</p> <p><b>New Trends in Media: New Argumentation Strategies against Gender Equality</b>  Zuzana Madarová   Comenius University, Slovakia  Alexandra Ostertágová   Comenius University, Slovakia</p>
<p>13:00 – 14:00  <b>Lunch Break</b>  Venue: West Atrium of the IE Multimedia Centre</p>	
<p>14:00 – 15:30  <b>Parallel Sessions</b></p>	
<p><b>Panel session 02: Oppressed Women, Male Sexual Aggressors, and a Threat to Europe? Examining Gendered Perceptions of Islam in Mainstream Media</b>  Venue: IE Multimedia Auditorium  Chair: Júlia Garraio   University of Coimbra, Portugal</p>	
<p><b>14:00 – 15:30</b></p>	<p><b>Sexual Violence in the Libyan War</b>  Júlia Garraio   University of Coimbra, Portugal</p> <p><b>Are Muslim Migrants a Threat to Europe? And, if so, What Kind of Threat?</b>  Alberta Giorgi   University of Coimbra, Portugal</p>

<b>Panel session 03: Learning from the History, Theory and Practice of Authentic Leadership by Women in Film</b> Venue: Engineering Auditorium II Chair: Kavita Hayton   University of Bournemouth, UK	
<b>14:00 – 15:30</b>	<p><b>Gender, authentic leadership and communication</b> Kavita Hayton   University of Bournemouth, UK</p> <p><b>Gender, authentic voices and Hollywood: from Dorothy Arzner to Katryn Bigelow</b> Karen Randell   University of Bedfordshire, UK</p> <p><b>The impact of feminism on the running of women’s moving image organisations in the UK during the 1980’s and 1990’s</b> Julia Knight   University of Sunderland, UK</p> <p><b>‘Business girls, to be loved, must really play two parts’: a case study from the silent film era</b> Alexis Weedon   University of Bedfordshire, UK</p>
<b>Thematic session 05: Gender and Social Media</b> Venue: ICS Atos Room Chair: Carla Ganito   Catholic University of Portugal, Portugal	
<b>14:00 – 15:30</b>	<p><b>Gender and Communication in Social Media</b> Brigitte Krenn   Austrian Research Institute for Artificial Intelligence, Austria Karin Wetschanow   University of Vienna, Austria</p> <p><b>Public Debates on Gender and Research Careers: An Outline About the Role and Relevance of Social Media</b> Emília Araújo   University of Minho, Portugal</p> <p><b>Understanding Fashion and Religion: How Young Muslim Women Use Social Media to Establish Their Identity</b> Branka Prodanovic   Macquarie University, Australia</p> <p><b>Double Standards and Gendered Criticism in Social Networking Sites</b> Iolanda Tortajada   Rovira i Virgili University, Spain Cilia Willem   University of Barcelona, Spain Núria Arauna   Rovira i Virgili University, Spain</p> <p><b>Feminist Cosmopolitanism in the Creation of Social Media</b> Stu Knox   Curtin University, Australia</p>



<b>Thematic session 06: Gender and Media Institutions</b> Venue: ICS Lab 006 Chair: Carla Martins   Lusophone University of Humanities and Technologies, Portugal	
<b>14:00 – 15:30</b>	<p><b>‘Gender Divides in Transition?’ A Study on the Impact of the Changing Working Conditions in Journalism on the Barriers for Female Journalists</b>          Sara De Vuyst   Ghent University, Belgium          Karin Raeymaeckers   Ghent University, Belgium</p> <p><b>Gender in a Media Institution on the Example of Polish National Television</b>          Greta Gober   University of Oslo, Norway</p> <p><b>Gender, Ethnicity, and Leadership: A Study of Audience Perception of Leadership Ability</b>          Jenifer Lewis   Nazarbayev University, Kazakhstan</p> <p><b>Media and Women’s Rights</b>          Saeide Moradifar   University of Isfahan, Iran          Asgar Safari   University of Isfahan, Iran</p>
<b>Thematic session 07: Media and Hegemonic Sexualities</b> Venue: ICS Lab 007 Chair: Ana Brandão   University of Minho, Portugal	
<b>14:00 – 15:30</b>	<p><b>Representations of White Masculinities in the Field of Sports: the Hegemonic Masculinity of Rafael Nadal</b>          Paloma Caravantes   Rutgers University, USA</p> <p><b>Representations of Masculinity in Contemporary Turkish Films</b>          Nejat Ulusay   Ankara University, Turkey</p> <p><b>The Relationship Between Gender, Sexuality, Sex and Heteronormativity in Portuguese Journals of Communication Sciences</b>          Zara Pinto-Coelho   University of Minho, Portugal          Silvana Mota-Ribeiro   University of Minho, Portugal</p> <p><b>"You’re Very Interested in Men, Naturally": Compulsory Heterosexuality, Gender Compliance and the Exclusion of Sexual minorities in Women’s Magazines</b>          Kate Farhall   University of Melbourne, Australia</p> <p><b>The Numerical Superiority and Linguistic Hegemony of Male Homosexuals Over Lesbians in Newspaper Texts</b>          Jonita Siivonen   University of Helsinki, Finland</p>
<b>15:30 – 16:00</b> <b>Coffee Break</b> Venue: West Atrium of the IE Multimedia Centre	

<p>16:00 – 17:30  <b>Parallel Sessions</b></p>	
<p><b>Panel session 04: Gender and Media: An Interdisciplinary and Multi-Method Approach</b>  Venue: IE Multimedia Auditorium  Chair: Rosa Cabecinhas   University of Minho, Portugal</p>	
<p>16:00 – 17:30</p>	<p><b>(Un)Covering Newsmagazines: Monitoring and Analysis of Gender Representations</b>  Sara I. Magalhães   Catholic University of Portugal &amp; University of Porto, Portugal  Carla Cerqueira   University of Minho, Portugal  Rosa Cabecinhas   University of Minho, Portugal  Anabela Santos   University of Minho, Portugal  Conceição Nogueira   University of Porto, Portugal</p> <p><b>Women, Media and Politics: How Do Audiences Understand Newsmagazines Contents?</b>  Rosa Cabecinhas   University of Minho, Portugal  Anabela Santos   University of Minho, Portugal  Carla Cerqueira   University of Minho, Portugal  Sara I. Magalhães   Catholic University of Portugal &amp; University of Porto, Portugal  Conceição Nogueira   University of Porto, Portugal</p> <p><b>Gender Issues in News: Promoting Journalistic Coverage with Diversity and Inclusiveness</b>  Carla Cerqueira   University of Minho, Portugal  Sara I. Magalhães   Catholic University of Portugal &amp; University of Porto, Portugal  Rosa Cabecinhas   University of Minho, Portugal  Conceição Nogueira   University of Porto, Portugal  Anabela Santos   University of Minho, Portugal</p>
<p><b>Thematic session 08: Media and (Gender) Representations</b>  Venue: ICS Lab 006  Chair: Paula Lobo   Journalism and Media Research Centre, Portugal</p>	
<p>16:00 – 17:30</p>	<p><b>Journalistic Ethics and Women’s Representation in Sports Journalism: A Sports Section Analysis from Folha de São Paulo Newspaper</b>  Daniele Savietto Filippini   University of Coimbra, Portugal</p> <p><b>Reframing the Question of Female Credibility in Sports Casting: An Application of Feminist Standpoint Theory</b>  Amanda Frank, Nazarbayev University, Kazakhstan</p> <p><b>Global Sisterhood? On the Construction of “White” and “Non-white” Women in Feminist Media. Comparing the Austrian Magazine “An.Schläge” With the German Magazine “Emma”</b>  Barbara Metzler   University of Vienna, Austria</p> <p><b>Media Picture of LGBT People in Serbia-case Study "Parada" Movie</b>  Smiljana Milinkov   University of Novi Sad, Serbia  Ksenija Pavkov   University of Novi Sad, Serbia</p>

	<p><b>Celebration vs. Objectification: Exploring the significance of femininity in representations of women’s waged work in Canadian newspapers during the Second World War</b> Tracy Moniz   Mount Saint Vincent University, Canada</p>
<p><b>Thematic session 09: Transformational Media</b> Venue: Engineering Auditorium II Chair: João Manuel de Oliveira   University Institute of Lisbon, Portugal</p>	
16:00 – 17:30	<p><b>Gender and Visual Arts Education</b> Nadine Plateau   SOPHIA – Belgian Coordination Network for Gender Studies, Belgium Rita van Gool   Netherlands Council of Women, Belgium</p> <p><b>The All-seeing Eye and Female Bodies: the Reconstruction of Gender through the Medium of Photography in the Works of Barbara Kruger, Cindy Sherman and Orlan</b> Panayiota Chrysochou   University of Cyprus, Cyprus</p> <p><b>Subaltern Subjectivities and Subcultures. A Case Study in the City of Puebla</b> María Arteaga-Villamil   University of Barcelona, Spain</p> <p><b>The Role of Media Regulation against Gender Discrimination in the Media</b> Carla Martins   Regulatory Authority for the Media, Portugal Maria Alexandra Figueiredo   Regulatory Authority for the Media, Portugal</p>
<p><b>Thematic session 10: Gender and Fiction</b> Venue: ICS Atos Room Chair: Tonny Krijnen   Erasmus University Rotterdam, Netherlands</p>	
16:00 – 17:30	<p><b>Gender in the Reception of TV Fiction: An Empirical Investigation Amongst French Students</b> Laetitia Biscarrat   University of Saint-Etienne, France</p> <p><b>Deconstructing Gender Stereotypes in Television Series: A Case Study of HBO’s the Newsroom</b> Flavia Hasselmann   University of Coimbra, Portugal</p> <p><b>Un-African? Representations of Homosexuality in Two Contemporary Nigerian Films</b> Frida Lyonga   University of Basel, Switzerland</p> <p><b>What Do People in the Media Do With the Media? Girls on Popular Talent Shows</b> Claudia Wegener   Konrad Wolf Academy of Film and Television, Germany Alexander Rihl   Konrad Wolf Academy of Film and Television, Germany</p> <p><b>Games Are Going Feminine But the Industry Does Not Know It: Gender Representation in Digital Games</b> Cátia Ferreira   Catholic University of Portugal, Portugal Carla Ganito   Catholic University of Portugal, Portugal</p>

	<p><b>The New 'Domestic Woman' and Television Dramas in Japan</b>  Novella Gremigni   University of London, UK</p>
<p>17:30 – 18:00  <b>Coffee Break</b>  Venue: West Atrium of the IE Multimedia Centre</p>	
<p>18:00 – 19:30  <b>Plenary session 2</b>  Venue: IE Multimedia Auditorium</p>	
<p><b>Chair:</b> Sara I. Magalhães   Catholic University of Portugal &amp; University of Porto, Portugal</p> <p><b>Sensitive to Others: Emotions, Care and Communicative Justice</b>  Maria João Silveirinha   Journalism and Media Research Centre, Portugal</p> <p><b>Medical Cases of Moral Panic in the Media: When the Organic Becomes Political</b>  Cláudia Álvares   Lusophone University of Humanities and Technologies, Portugal</p>	
<p>20:00 – 23:30  <b>Dinner and Social Events</b>  Venue: Nogueira da Silva Museum  Avenida Central 61, Braga</p>	



| SATURDAY, JUNE 21 |

<p>8:30 – 10:00 <b>Parallel Sessions</b></p>	
<p><b>Panel Session 05: The neoliberal postfeminist subject as transnational technology: ‘new’ permutations of femininity in Southern Europe</b> Venue: IE Multimedia Auditorium Chair: Ella Fegitz   Goldsmiths College, UK</p>	
<p>8:30 – 10:00</p>	<p><b>The 'escort' in Italian media, the post-feminist subject position in Italy par excellence?</b> Ella Fegitz   Goldsmiths College, UK</p> <p><b>Negotiating postfeminist heterosexual femininity online</b> Laura García-Favaro   City University, UK</p>
<p><b>Thematic session 11: Gender and Advertising II</b> Venue: IE Room 009 Chair: Silvana Mota-Ribeiro   University of Minho, Portugal</p>	
<p>8:30 – 10:00</p>	<p><b>Sex-Role Stereotyping and Sex Discrimination Regulation in Advertising: The Belgian Case</b> Yaiza Janssens   Ghent University, Belgium</p> <p><b>Perfume Advertisements and Their Manipulation of the Female Body</b> Meriam Achemlal   University Mohammed 1st Oujda, Morocco</p> <p><b>Sexist Advertisement, Gender and Micromachisms Acceptance</b> Roberto Martinez-Pecino   University of Sevilla, Spain Mercedes Duran   University of Sevilla, Spain Fernando Moreno Vela   University of Sevilla, Spain</p> <p><b>Gender, Violence and Media: How Sexist Advertising Influences Social Reactions towards Victims of Sexual Assault</b> Mercedes Duran   University of Sevilla, Spain Roberto Martinez-Pecino   University of Sevilla, Spain</p> <p><b>Mothers, Daughters and Body Image: Mother-Daughter Discourse on Beauty and Body in Dove Israel Campaign</b> Einat Lachover   Sapir Academic College, Israel Sigal Barak-Brandt   Tel Aviv University, Israel</p>

<b>Thematic session 12: Gender and Digital Media I</b> Venue: IE Room 0010 Chair: Daniel Cardoso   New University of Lisbon & Lusophone University of Humanities and Technologies, Portugal	
8:30 – 10:00	<p><b>Digital Debates: How Black Women Web Activists’ Intersectional Critique of Popular Culture Challenges the Hegemonic Narrative of Mainstream Feminism</b>            Marly Pierre-Louis   Marly at Large, Netherlands</p> <p><b>Women and Digital Reading: The Gendering of Digital Reading Practices</b>            Carla Ganito   Catholic University of Portugal, Portugal            Cátia Ferreira   Catholic University of Portugal, Portugal</p> <p><b>Digital Labour - Gender and Online Fan Art</b>            Tonny Krijnen   Erasmus University Rotterdam, Netherlands</p> <p><b>Unicorn in the Local Garden: Print and Digital Media for Advocacy against Gender Violence</b>            Naina Athalye   Holistic Child Development India, India</p> <p><b>Luchadoras, Stories of Empowerment Delivered through New Technologies</b>            Lourdes Barrera   Rompeviento TV, Mexico</p>
<b>Thematic session 13: Media and Violence II</b> Venue: IE Room 0020 Chair: Emília Fernandes   University of Minho, Portugal	
8:30 – 10:00	<p><b>Social Discourses About Crime and Violence Against LGBT People in the Media</b>            Rita Conde Dias   University of Minho, Portugal            Helena Grangeia, University Institute of Maia, Portugal            &amp; Daniela Araújo, University Institute of Maia, Portugal</p> <p><b>Into Media Eyes: Is Violence Against Women Treated as a Human Rights Violation?</b>            Brenda Fernandes   Federal Institute for Education, Science and Technology of Rio Grande do Norte, Brazil            Carla Cerqueira   University of Minho, Portugal</p> <p><b>"There's No Blonde Woman": Comparing Two Domestic Violence Media Campaigns</b>            Bailey Gerrits   Queen's University, Canada</p> <p><b>Seeing Things from Inside or from Outside? Approaches on Media Witnessing of Violence Against Women</b>            Bruno Souza Leal   Federal University of Minas Gerais, Brazil            Elton Antunes   Federal University of Minas Gerais, Brazil</p> <p><b>No Honour in Crime: Cross-media Activism Against Murder in the Name of Honour</b>            Ebtihal Mahadeen   University of Edinburgh, UK</p>

<b>Thematic session 14: Media and Politics II</b> Venue: IE Room 0021 Chair: Carla Baptista   Journalism and Media Research Centre, Portugal	
<b>8:30 – 10:00</b>	<p><b>Contexts Appearance of Female Politicians in the Print Media in Serbia</b> Dijana Suboticki   University of Novi Sad, Serbia</p> <p><b>Gendering in Political Journalism Behind the Curtains: Journalists' Perspective</b> Liudmila Voronova   Södertörn University, Sweden</p> <p><b>Circuits of Power and Desire: The Case of Dominique Strauss-Khan</b> Maria Belen Ordonez   York University, Canada</p> <p><b>What is in a Name? Conceptualizing the Role of Gendered Mediation in Political Reporting</b> Angelia Wagner   University of Alberta, Canada</p>
10:00 – 10:30 <b>Coffee Break</b> Venue: West Atrium of the IE Multimedia Centre	
10:30 – 12:00 <b>Parallel Sessions</b>	
<b>Panel session 06: Feminine Politics: Gender Policies, Female MP's Visibility Strategies and Journalistic Narratives</b> Venue: IE Multimedia Auditorium Chair: Ana Cabrera   New University of Lisbon, Portugal	
<b>10:30 – 12:00</b>	<p><b>"The Gender Parliamentary Political Agenda" in the Press (1975-2002)</b> Ana Cabrera   New University of Lisbon, Portugal</p> <p><b>Why Are Female Deputies Gender Initiatives So Invisible? An Explanation Based on Journalistic Editorial Criteria and Political Embedded Performance Values</b> Carla Baptista   Journalism and Media Research Centre, Portugal</p> <p><b>The representation of gender values on the press photographs of Portuguese MPs</b> Teresa Mendes Flores   Lusophone University of Humanities and Technologies, Portugal</p> <p><b>A Woman (Again) in the "City of Men": Press Representations of Maria de Lourdes Pintasilgo's Campaign for President in 1986</b> Carla Martins   Lusophone University of Humanities and Technologies, Portugal</p>



<b>Thematic session 15: Media and Reproductive Rights</b> Venue: IE Room 009 Chair: Gisele Fonseca   University of Minho, Portugal	
10:30 – 12:00	<p><b>Discourses on a Popular Newspaper: Neonaticide, Motherhood and Portuguese Criminal Law</b>            Luísa Saavedra   University of Minho, Portugal            Sara I. Magalhães   Catholic University of Portugal &amp; University of Porto, Portugal</p> <p><b>In Vitro Fertilization as a Method of Treatment or as a New Sublime Form of Abortion? In Vitro and Reproductive Rights in Polish Press Debate</b>            Ewelina Ciaputa   Jagiellonian University, Poland</p> <p><b>Portuguese State Television and the 2007 Referendum on Voluntary Termination of Pregnancy</b>            Diana Andringa   University of Coimbra, Portugal</p>
<b>Thematic session 16: Gender, Cinema and Videogames</b> Venue: IE Room 0010 Chair: Isabel Macedo   University of Minho, Portugal	
10:30 – 12:00	<p><b>Cher's Music Videos ... Gender as Performativity</b>            Orquídea Cadilhe   University of Minho, Portugal</p> <p><b>Femininities in Popular Music: Women in Spanish Music Videos</b>            Núria Araüna   Rovira i Virgili University, Spain            Cilia Willem, University of Barcelona, Spain            Iolanda Tortajada, Rovira i Virgili University, Spain</p> <p><b>Gender Subtexts in Narratives of the Nation in Mainstream Indian Cinema</b>            Gauri Bhure   International School of Stuttgart, India</p> <p><b>Die Plastikfrau: Misrepresentation of Women in German Reality Shows</b>            Susana Wichels   University of Coimbra, Portugal</p>
<b>Thematic session 17: Gender and Media Coverage</b> Venue: IE Room 0020 Chair: Júlia Alves Brasil   University of Minho, Portugal	
10:30 – 12:00	<p><b>The State of Gender Equality in Finnish Media Twenty Years after Peking</b>            Tarja Savolainen   University of Helsinki, Finland</p> <p><b>Armed with the Pen and the Microphone</b>            Claudia Dal-Bianco   Women's Solidarity, Austria</p> <p><b>Gender-sensitive Training for Media Practitioners</b>            Kristine St-Pierre   Carleton University, Canada</p> <p><b>Portuguese Media Coverage of Affective and Sexual Intimacy between 1968 and 1978</b>            Isabel Freire   University of Lisbon, Portugal</p>

	<p><b>Reflections of Gender in the Media</b>  Marlene Loureiro, University of Trás-os-Montes and Alto Douro, Portugal</p>
<p style="text-align: center;"><b>Thematic session 18: Gender and Digital Media II</b>  Venue: IE Room 0021  <b>Chair:</b> Roberto Martínez Pecino   University of Sevilla, Spain</p>	
<p><b>10:30 – 12:00</b></p>	<p><b>Portuguese Youngsters, New Media and Sexuality – Information, Activism and Pleasure-seeking Experiences</b>  Daniel Cardoso   New University of Lisbon &amp; Lusophone University of Humanities and Technologies  Cristina Ponte   New University of Lisbon, Portugal</p> <p><b>The Differences between Cyberbullying and Bullying</b>  Juan Plaza   Loyola Andalucía University, Spain  Cristina Pulido   Loyola Andalucía University, Spain</p> <p><b>The Role of Gender in the New Professional Trends of Media</b>  João Miranda   University of Coimbra, Portugal</p> <p><b>Globalization of the Body and Gender in Media</b>  Tuija Parikka   St John's University, USA</p> <p><b>Gender and ICT: Online Anti-Rape and Feminist Activism</b>  Adrija Dey   University of Hull, UK</p>
<p style="text-align: center;">12:00 – 12:45  <b>Plenary session 3</b>  Venue: IE Multimedia Auditorium</p>	
<p style="text-align: center;"><b>Chair:</b> Carla Cerqueira   University of Minho, Portugal</p> <p style="text-align: center;"><b>Women and Decision-making in European Media: Where We Are Now and The Challenges Ahead</b>  Karen Ross   Northumbria University, UK</p>	
<p style="text-align: center;">12:45 – 13:00  <b>Closing ceremony</b>  Venue: IE Multimedia Auditorium</p>	
<p style="text-align: center;"><b>Rosa Cabecinhas</b>  Principal Investigator of the Project “Gender in Focus: Social Representations in Portuguese Generalist Newsmagazines”</p> <p style="text-align: center;"><b>Carla Cerqueira</b>  Head of the Organizing Committee</p>	

**Poster Exhibition**

Venue: West Atrium of the IE Multimedia Centre  
From Friday, 20 at 9:00 to Saturday, 21 at 12:00

**Workshop for Journalist for Human Rights Perspective Reporting**

Sharada Paudyal, Centre for Awareness Promotion, Nepal  
Pradip Mishra, Centre for Awareness Promotion, Nepal  
Binu Lama, Centre for Awareness Promotion, Nepal

**Images of Power or the Power of Images? Study of Gender Identity(ies) in the Local Press**

Sara Maia | University of Aveiro & University of Minho, Portugal  
Maria Manuel Baptista | University of Aveiro, Portugal  
Moisés de Lemos Martins | University of Minho, Portugal

**Gender and Newsroom Culture: Working Conditions in a Regional News Desk of the Czech Television**

Daniela Vajbarova | Masaryk University, Czech Republic

## **ABSTRACTS**



# Keynotes Speakers

## Plenary 1

Friday, 20

9:30 – 11:00

Local: IE Multimedia Auditorium

### ***Stasis and Shifts in Feminist Media Scholarship***

**Carolyn Byerly**, Howard University, USA

This presentation will be concerned with the patterns in research that have dominated feminist media scholarship for more than 30 years and the new directions that are emerging within national and global contexts as scholars ask new questions about women's relationship to media industries and collaborate on larger-scale investigations. The presentation will do more than juxtapose the old and the new; it will critically examine the dialectical process at work within feminist media scholarship and answer the question, "Are we seeing a paradigm shift in feminist interrogations of mass communications?"

More specific goals of the presentation are (1) to critique the dangers of stasis, i.e., the prolonged over-emphasis on issues of representation that have dominated feminist media research around the world since the 1970s; (2) to locate moments signaling shifts in research directions, (3) to explore some of the factors underlying feminist scholars' pursuit of new directions, and finally (4) to identify particular problems on the horizon that merit feminist media researchers' attention.

Academic research on women and media responded to women's liberation movements that challenged obvious problems like women's omission from the serious news; female stereotypes that emphasized women's sexuality, caretaking roles and passivity; and barriers to media professions, particularly at the decision-making levels. Thus, the strongest thread running through most feminist research on media since the 1970s has been a concern about women's representation, and, to a lesser extent, women's engagement with media production. To be sure, there have been variations on the representational themes, most evident in studies that factor in elements of race, masculinity, sexual identity, nationality and culture. But even these have become predictable. To a lesser extent, feminist research has also addressed a group of secondary concerns that include the female audience (i.e., viewers of programs or readers of novels); and feminist, queer and other gender-related media activism. Much less effort, however, has been given to examining the gendered aspects of media company structures and decision making, national and international media policy, the impact of conglomeration on women professionals or audiences, or women's organized efforts to reshape everything from media policy to newsroom (or other company) practices. There is also a dearth of feminist theory to explain the ways that women do (or do not) enter into the complex relationships they have with media. And yet, recent research is indeed beginning to take up these challenges, both empirically and theoretically, as the presentation will reveal.

## ***Gender and Communication: Problematizations, Methodologies, Intersections***

**António Fernando Cascais**, New University of Lisbon, Portugal

Gender/Feminist/Women's Studies, as well as Gay, Lesbian and Queer Studies, and also some already well established scientific areas in academic curricula, of which Cultural Studies and the Communication Sciences themselves provide for prominent examples, all have emerged from the classic domains of the Social and Human Sciences. This emergence does not amount, however, to mere disciplinary specialization compelled by the real specificity of its objects that gradually have gotten more and more differentiated and clear-cut. The disciplinary fragmentation in question here is a thematic and methodological one, as it constructs problematizations and intersections rather than objects, therefore acquiring an interdisciplinary and transdisciplinary character, in a sense in which interdisciplinarity and transdisciplinarity are not reduced to mere mechanical cooperation between established disciplines, but rather have forged critical categories that, all the while, provide for a decisive, although unacknowledged, contribution to their renovation, whilst their gatekeeping practices cannot but wrongfully detect disciplinary transgression. Nonetheless, the new inter- and transdisciplines relentlessly strive in the invention of persuasive contexts that aim at applying their own situated knowledges beyond their original settings, thus confronting a little understandable resistance that frequently commits them to a precarious status of disparagement, if not outright dismissal, which, moreover, is not always avowed, but that to a large extent explains their still fragile formal establishment at national level, in spite of their already solid development in what regards practitioners, publications, theses, research projects and courses. In a certain way, both the hardships that they face and the horizons that open up to them are no different from the ones that were already present to Communication Sciences in their inception and that ultimately allowed for the particular status that furthered their development, more than hampered it.

### **Plenary 2**

**Friday, 20**

**18:00 – 19:30**

**Local:** IE Multimedia Auditorium

### ***Medical Cases of Moral Panic in the Media: When the Organic becomes Political***

**Cláudia Álvares**, Lusophone University of Humanities and Technologies, Portugal

This paper aims to trace the use of gendered somatic tropes in contemporary media discourse, focusing on cases in which medical information, habitually regarded as private, steps into the public domain (Holloway, 2011). In such contexts, the bodies

of women can become the signifiers of moral panic, representing a threat to prevalent social norms (Cohen, 1972) institutionalised through the media and the body politic. Such cases reverberate collective gendered traumas of disempowerment through the exposure of an extreme form of organicity which, due to the preservation of certain physiological functions, reduces the body to nature, whilst simultaneously depriving it of voice (Spivak, 1988). Without agency, such bodies only become political to the extent that someone speak, and technology act, on their behalf. They thus symbolise, in their passivity and ambivalence, the site of implementation of disciplinary technologies of control (Foucault, 1979), or ideologies, which intersect with each other at that particular conjuncture, in spite of being habitually regarded as mutually exclusive (Freedman, 1983). These bodily signifiers thus translate into coalescent points that are transversal to ideologies, despite being used for distinct instrumental purposes.

### ***Sensitive to others: emotions, care and communicative justice***

**Maria João Silveirinha**, University of Coimbra, Portugal

Traditionally, emotions are the very opposite of reason and have been considered by philosophers as human elements that confound truth. In rationalist ethics they are morally suspect. This suspicion of emotion has extended to liberal universalist communicative ethics and is in many ways present in the ideals of objectivity and impartiality of deontological views of media communication.

On the other hand, it is difficult to argue against the idea that our capacities to listen, communicate and understand are affective as much as cognitive and that the demands of impartiality and reciprocity of traditional communicative reasoning or the objectivity ideal of media ethics overlook this important insight.

In their criticism of the universalistic assumptions of traditional epistemology and ethics, feminists have valued emotions and appreciated them as part of the relational capabilities that oppose the individualistic nature of justice. Care ethics in particular recognizes the moral value of feelings and emotion-based virtues such as empathy and sensitivity. In this, many of the justice of care insights can be related to a pragmatist view of communication as established in the early Chicago School women and men and can be extended to a contemporary view of media communication.

It is this web of connections of ethical dilemmas that we review and consider in the hope of mapping and connecting some of ethical spots of the rich field of feminist communication theories.

### **Plenary 3**

Saturday, 21

12:00 – 12:45

**Local:** IE Multimedia Auditorium



## ***Women and decision-making in European Media: where we are now and the challenges ahead***

**Karen Ross**, Northumbria University, UK

The specific issue of gender equality in the media industry has been a significant concern for many people working in the industry, for professional media organisations and for gender advocacy and lobby groups. But despite decades of policy recommendations, a recent, EU-wide study of women and decision-making in some of the largest media organisations shows that women still struggle to achieve a place at the top table, as CEOs, as Editors, as Board Members<sup>1</sup>. The same study also shows that relatively few large-scale media companies have gender equality policies or plans, that most do not monitor the policies that they *do* have and few have developed specific programmes to support the career development and promotion of women in order to address decades of male domination. Importantly, in terms of future planning, the study did not find a necessary link between high numbers of women decision-makers and the existence of embedded gender equality policies. Instead, the existence of gender ‘champions’ and a gender-equal culture supported by senior management seems more important in promoting a culture of inclusivity and non-discrimination. Media organisations are therefore encouraged to look outwards to see what can be achieved and adopt and adapt policies to suit their own internal working environment. Several studies<sup>2</sup> have identified a clear business case for gender diversity in the senior tiers of organisations’ management hierarchy, so the encouragement and promotion of high calibre women should be regarded as simply good business practice and not a special measure for the less capable: women are mostly overlooked for promotion for reasons *other than* their competence, including because of their gender (discrimination on grounds of sex) and their apparent (in)flexibility to take on new opportunities because of their domestic and/or family responsibilities (discrimination on grounds of family or caring role). Sometimes women *do* choose to prioritise family over career but this is often because workplace cultures make it impossible to achieve a work-life balance which benefits both the individual and the employer. This is not good for women, for men, for business or for European competitiveness. This is another wake-up call.

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<sup>1</sup> Study on Area J of the Beijing Platform for Action: Women and the Media in European Union EIGE/2012/OPER/07

<sup>2</sup> Department for Business, Innovation and Skills, *Women on Boards*, London, BiS, 2011; Committee for Economic Development, *Fulfilling the Promise: How More Women on Corporate Boards Would Make America and American Companies More Competitive*, CED, Washington DC, 2012; McKinsey & Company, *Women Matter 2012: Making the Breakthrough*, McKinsey & Co, 2012. [http://www.mckinsey.com/client\\_service/organization/latest\\_thinking/women\\_matter](http://www.mckinsey.com/client_service/organization/latest_thinking/women_matter). Accessed 15 November 2012.

## Panel sessions

Panel session 01:

### **QUEERING COMMUNICATION AND MEDIA STUDIES**

Friday, 20

11:30 – 13:00

Local: IE Multimedia Auditorium

**Chairs: António Fernando Cascais** | New University of Lisbon, Portugal

**João Manuel de Oliveira** | University Institute of Lisbon, Portugal

The Queering Communication and Media Studies aims at introducing to the field of Communication and Media Studies both theoretical approaches and applied case-studies inspired by Queer Theory, which, to a large extent, is still in its onset at national level. Born out of interdisciplinarity and multidisciplinary, very much like Cultural Studies and Communication and Media Studies, Women's Studies, Feminist and Gender Studies and Gay and Lesbian Studies, Queer Theory has open the path to extremely productive, insightful, groundbreaking methodological approaches and lines of research that have been earning due recognition in academe and the scientific community at large. The vast width of the scope of Communication and Media Studies provides for an immense field of research objects and topics, covering the media, the arts, the specific areas of psychology, sociology, anthropology, history and technology of communication, to which an entire array of analytic tools and theoretical notions inspired by Queer Theory can be applied. The papers presented in this symposium all testify to this, extending from an exam of the visibility of BDSM in popular culture and its coverage by the press, an inquiry on the ambivalence of media images of Portugal both as bearer of progress and modernity and as a backward catholic country concerning the portraying of the gay couple in press and TV debates, and the deconstruction of stereotyped ways of portraying both masculinity and femininity in costumes in ethnographic cinema from the standpoint of the intersection between queer theory and fashion theory.

### ***Homonormativity in Portuguese media: tales of progress, tales of belatedness***

**João Manuel de Oliveira** | University Institute of Lisbon, Portugal

Research on homonormativity focuses on the way how LGBT communities uphold, sustain and seek inclusion in heteronormative institutions and values. The homonormativity hypothesis implies an analysis of uses of queer rights, the clashes between formal and practical equality and the way how different stakeholders within the LGBT community get privileged over others. From the side of State, this analysis implies also an attention to the uses of images of the country as modern, open and

tolerant. This paper identifies both patterns in media images (on the press and on tv debates) of the gay couple and on the image of Portugal as bearers of this mark of progress and modernity, vis-à-vis the traditional image of the country, catholic and 'backward'. Both repertoires will be revisited using a discourse analysis that equates the ambivalences and the shadow areas of these discourses and the heteronormative silences they reveal.

### ***Rocky Horror Picture Show as a meaning system in the complicated universe of gender***

**Caterina Cucinotta** | New University of Lisbon, Portugal

Fashion can play with gender identity, that is to say, with the stereotyped ways of portraying male, female and the challenges to the dominant discourse conveyed by the signs of the body. The 1975 movie *Rocky Horror picture show*, by Jim Sharman, would be an exemplary declaration of the vulnerable boundaries between femininity and masculinity in the post 1968 society. The construction of *strangeness* is always accompanied by gender stereotypes coming from culture, literature and art. Patrizia Calefato's notion of the *clothed body* (1986) defines the physical-cultural territory in which the visible, perceivable performance of our outward identity takes place. This composite cultural text-fabric provides opportunities for the manifestation of individual and social traits that draw on such elements as gender, taste, ethnicity, sexuality, sense of belonging, transgression. This research can open an interesting debate about femininities and masculinities representation in the media, particularly cinema.

### ***The voyeuristic fascination of sexual alterity: BDSM and kink representations in Portuguese journalism***

**Daniel Cardoso** | New University of Lisbon & Lusophone University of Humanities and Technologies, Portugal

**Mafalda Mota** | University of Porto, Portugal

The past few years have given way to greater visibility of BDSM as a theme in popular culture, and press coverage of BDSM/kink in Portugal has been sporadic but consistent in the past decade. Following Margot Weiss' analysis of the American coverage of the same topic, we analyse the journalistic methods by which BDSM/kink is represented in a convenience sample gathered in mainstream newsmagazines and newspapers. By constantly interviewing members of the Portuguese BDSM community, these articles give voice to a closeted sexual minority, but by framing their discourse as Other, it manages to uphold the borders between normative and non-normative sexualities, while providing the readers with voyeuristic pleasure. Academic (psychological) discourse is also a constant, with the double role

of serving as assurance of non-pathology and yet reinforcing the privileged role of the psy sciences in making sexuality 'speak'.

**Panel session 02:**

**OPPRESSED WOMEN, MALE SEXUAL AGGRESSORS, AND A THREAT TO EUROPE? EXAMINING GENDERED PERCEPTIONS OF ISLAM IN MAINSTREAM MEDIA**

Friday, 20

14:00 – 15:30

Local: IE Multimedia Auditorium

**Chair: Júlia Garraio** | University of Coimbra

The perceptions that Islam is bad for women, that Muslim men have a certain propensity for sexual violence and that Muslims are a threat to Europe are among the most pervasive stereotypes in contemporary Western Islamophobia and far-right political discourses. But how does mainstream media address these perceptions: does it reproduce them uncritically or rather challenge them by promoting a sophisticated examination of Islam in all its geographical, social, religious and historical diversity and complexity?

In order to address some of these questions we propose an examination of The Huffington Post, an American on-line news aggregator launched in 2005 that tends to be perceived as "liberal" in the context of American politics. As a worldwide phenomenon of popularity and successful projection of American "soft-power" in a decade of fierce anti-Americanism (or rather anti-Bushism?), The Huffington Post can be used as a case study to examine some Western liberal mainstream perceptions of the Other during the "war on terror." Our papers focus on three highly mediatic cases – (1) Malala, (2) sexual violence in the Libyan war and (3) animosity towards Muslim migrants in Europe – to scrutinize the pervasiveness of the above mentioned stereotypes. We will examine the gendered constructions of masculinity and femininity underlying the reporting on those cases and inquire how they intersect with long-term orientalism and key geo-strategic Western interests. The three cases may contribute to a more sophisticated understanding of the key role of women rights in the construction and legitimation of contemporary liberal Western identities.

***Sexual Violence in the Libyan War***

**Júlia Garraio** | University of Coimbra, Portugal

The Huffington Post reported extensively on sexual violence during the Libyan war and, just like most of Western mainstream media, focused its coverage on the case

of Iman al-Obeidi and the question whether the government was using rape as a weapon of war to crush the rebellion. In this paper I argue that this coverage reflects mainstream perceptions of wartime sexual violence as a military strategy that tends to be used in patriarchal and conservative societies by military forces that are perceived as masculine and aggressive to subjugate a civilian population that is perceived as feminine and vulnerable. By pointing to data available in reports issued by agencies that were monitoring and denouncing the human rights abuses in Libya at the time (e.g. Human Rights Watch), I will examine the gendered constructions of rape and torture that underlie those perceptions and call attention to the invisibilities they create.

### ***Are Muslim Migrants a Threat to Europe? And, if so, What Kind of Threat?***

**Alberta Giorgi** | University of Coimbra, Portugal

The media sphere plays a crucial role in shaping and prioritizing discourses and frames in contemporary societies. This contribution focuses on the narratives about Islam reported in the Huffington Post: the Islam-related topics it debates and the discourses the HP develops about men-women relationships. The paper will take a comparative perspective to analyse similarities and differences between three Huffington Post editions: in the US (where HP was founded), in the Maghreb (where HP was launched in June 2013), and in Italy (one of the most important countries of arrival for immigrants in Europe, where HP was launched in September 2012). The analysis is based on articles published between June and December 2013.

#### **Panel session 03:**

### **LEARNING FROM THE HISTORY, THEORY AND PRACTICE OF AUTHENTIC LEADERSHIP BY WOMEN IN FILM**

Friday, 20

14:00 – 15:30

Local: Engineering Auditorium II

**Chair: Kavita Hayton** | University of Bournemouth, UK

Our understanding of leadership is shaped by first hand experience and mediated through literature and the press. Newer models of leadership behavior have been offered as an antidote to the ‘homogenized, monocultural’, and ‘masculinist’ representations of traditional leadership (Blackmore, 2006:182). Authentic leadership is one such model. It is broad in nature, multidimensional; balances the possibility of (intrapersonal) self-understanding with rich and meaningful relationships with others

(interpersonal). Authentic leaders are those who operate ethically and express strong values.

The notion of the “woman’s film” suggests that there is a particular space, place and label for women writers and directors within the Industry and a particular vision for the female audience; is this where the authentic voice resides? As filmmaker Nicole Holofcener suggests (director of *Friends with Money*, 2006) labelling her film a “chick flick” works for her if it means that she can get finance, and “you can call them whatever you want” (Schreiber in Radner & Stringer, 2011: 180). Perhaps then, the power to take control of the female image resides in finding an alternative space to inhabit; one in which the search for leadership runs parallel to the patriarchal Hollywood model?

The objective of the panel is to get beneath the rhetoric about the special contribution of women to leadership in the film industry in order to focus discussion on more widespread issues of gender, authenticity and effective leadership as constructed by the media industries.

Panel papers start with a presentation of the question by Hayton who argues that leadership is strongly associated with masculinity and asks whether the body of writing about leadership can be similarly aligned with masculinity. The following papers explore this across film history from Randell’s exploration of contemporary authentic voices in Hollywood from Dorothy Arzner to Kathryn Bigelow, through Knight’s paper on how women lead and manage organisations using an analysis of administrative archive material from the pioneering 1990s UK women’s film and video distributor Cinenova, to finally, Weedon’s study of the creative business of a family group through an analysis of the leadership style of two leading women, the 1930s MP Juliet Rhys Williams and the film maker and author Elinor Glyn.

### ***Gender, authentic leadership and communication***

**Kavita Hayton** | University of Bournemouth, UK

It has been argued effectively that leadership is strongly associated with masculinity. This paper asks whether the body of writing about leadership can be similarly aligned with masculinity. It develops a critique of gender discourse in authentic leadership theory, in order to establish whether this relatively new and potentially emancipating view of leadership offers women a blueprint for leadership development.

The paper provides a close examination of the characteristics of leadership theories and of the attributes of successful leaders and de-construction of normative values in order to expose institutionalized power relations. It questions how authentic leadership theories have been expanded and tested in experimentation and research and analyses some gender assumptions using specific examples of leadership writing.

Finally, I intend to frame this paper as a summative discussion of how the discursive formations of leadership theory attend to issues of women's leadership. This paper lays the groundwork for further research into authentic leadership and issues of gender and language.

***Gender, Authentic voices and Hollywood: From Dorothy Arzner to Kathryn Bigelow***

**Karen Randell** | University of Bedfordshire, UK

This paper interrogates the place of women's leadership in the Hollywood film industry, as executives, producers and directors—how do women negotiate control in Hollywood and how do we measure that success?

In 2012, women represented only 18% of the primary film management of the top 250 domestic grossing films and have directed only 4% of the fiction films for release in 2014. Just four women have ever been nominated for an Academy Award as Best Director of a fiction film, and only one (Bigelow 2009) has lifted the Oscar. However, half the films submitted to last year's Sundance Film Festival were directed by women. Why then are women not leading the way to the top of the Hollywood ladder? Or do we have to ask a different question to understand where women are visible in the Hollywood film industry; and what might that be?

The notion of the "woman's film" suggests that there is a particular space, place and label for women writers and directors within the industry and a particular vision for the female audience; is this where the authentic voice resides?

***The impact of feminism on the running of women's moving image organizations in the UK during the 1980s and 1990s***

**Julia Knight** | University of Sunderland, UK

This paper will use archive material from the UK women's film and video distributor Cinenova to explore what such material can tell us about how women lead and organize their own organizations.

Cinenova was relaunched in 1991 from a pre-existing women's distributor, Circles, who operated throughout the 1980s. In keeping with their feminist politics, both organizations were run via a non-hierarchical management structure – characteristic of many women's organizations during the 1970s and 1980s – and had as their main focus the distribution, promotion and exhibition of films made by, for and about women.

A recent research project, the Film & Video Distribution Database ([fv-distribution-database.ac.uk](http://fv-distribution-database.ac.uk)) has made available a selection of Cinenova Archives (1990s). Using these, this paper will discuss Cinenova's organizational model, the challenges it

faced in trying to sustain that model in the 'new reality' of the 1990s, and the model's relationship with the organization's effectiveness in fulfilling its cultural aims.

***'Business Girls, to Be Loved, Must Really Play Two Parts': a case study from the silent film era***

**Alexis Weedon** | University of Bedfordshire, UK

This case study looks at the creative businesses of a family group during the crisis on 1929, through an analysis of the leadership style of two leading women. Elinor Glyn an international author and film-maker, who established a number of businesses specializing camera technology, film production, colour photography, intellectual property and merchandising. Glyn's books were translated into Spanish and French and her silent films Europe. Her daughter Juliet Rhys Williams ran the company Elinor Glyn Ltd and negotiated many of her mothers film deals. The case study is seen against the background of the 1920s and 1930s, decades of significant change for women in terms of their political rights and status in the workplace, and Glyn's role as a spokeswoman on the role of women at this time.

**Panel session 04:**

**GENDER AND MEDIA: AN INTERDISCIPLINARY AND MULTI-METHOD APPROACH**

Friday, 20

16:00 – 17h30

Local: IE Multimedia Auditorium

**Chair: Rosa Cabecinhas** | University of Minho, Portugal

This panel reports and discusses the results of some empirical studies conducted under the scope of the research project "Gender in focus: social representations in Portuguese generalist newsmagazines (PTDC/CCI-COM/114182/2009). First, we will present the conceptual and methodological approach of this project, emphasizing the challenges of conducting an interdisciplinary and multi-method approach. Then, three studies will be presented: the first one reports the analysis of gender representations in two main Portuguese newsmagazines (Visão and Sábado), covering all editions during a full year; the second analyses how young audiences understand newsmagazines contents, through focus group discussions; the third one emphasizes the need of a renewal of the journalistic language (both, verbal and imagistic) for promoting journalistic coverage with diversity and inclusiveness.



***(Un)Covering newsmagazines: monitoring and analysis of gender representations***

**Sara I. Magalhães** | Catholic University of Portugal & University of Porto, Portugal

**Carla Cerqueira** | University of Minho, Portugal

**Rosa Cabecinhas** | University of Minho, Portugal

**Anabela Santos** | University of Minho, Portugal

**Conceição Nogueira** | University of Porto, Portugal

Understanding media and its implications demands us a closer and deeper look to the broadcasted content. Thus, our first task in the research project *Gender in focus* was to monitor and analyse gender representations in Portuguese newsmagazines. We retrieved all newsmagazines covers, news articles and reports from the two main Portuguese newsmagazines edited in the year 2011 – *Visão* and *Sábado* - and then organized them according to their main themes which was followed by discourse analysis. In this presentation we will reflexively expose the main results of this task, drawing on constraints and facilitators, communalities and differentiated features, but also the search for a broader, critical, methodology that reflected our interdisciplinary and multi-level approach and some main results.

***Gender, media and politics: how do audiences understand newsmagazines contents?***

**Rosa Cabecinhas** | University of Minho, Portugal

**Anabela Santos** | University of Minho, Portugal

**Carla Cerqueira** | University of Minho, Portugal

**Sara I. Magalhães** | Catholic University of Portugal & University of Porto, Portugal

**Conceição Nogueira** | University of Porto, Portugal

Over the last decades, the media have been a privileged arena for the construction of political subjects and the mediation of the relationship between politicians and voters. However, crossed by hegemonic ideological assumptions, media representations tend to be rooted in (essentialist) gender stereotypes. These representations may negatively influence the formation of public opinion about the competence and actions undertaken by women and men politicians, resulting in reinforcement of unequal power relations in the political realm.

In this presentation, we aim at analysing the ways audiences perceive, interpret and explain representations of women politicians in the media. Furthermore, it is also intended to understand how media audiences look at positive action measures to ensure women's political participation.

In that sense, a sequence of focus group discussions has been carried out with Portuguese undergraduate students. The resulting data have been then categorized according to the thematic analysis methodology. This presentation highlights the

need to deepen and broaden the knowledge of the ways media contents are negotiated by audiences, to promote gender heterogeneous representations, as well as to invest in media literacy projects.

### **Gender issues in news: promoting journalistic coverage with diversity and inclusiveness**

**Carla Cerqueira** | University of Minho, Portugal

**Sara I. Magalhães** | Catholic University of Portugal & University of Porto, Portugal

**Rosa Cabecinhas** | University of Minho, Portugal

**Conceição Nogueira** | University of Porto, Portugal

**Anabela Santos** | University of Minho, Portugal

Journalism serves as a legitimate field and a forum to debate various topics and events. In this sense, the news are a representation of events in the form of speech, which results from several factors, among which the news selection processes, production routines and news formats. The daily work is guided by a journalistic culture that embodies deep-rooted values, which sometimes contribute to strengthen asymmetries, as is the case of gender, rather than deconstruct. However, having this ability to function as a language of resistance, the news takes on a leading role in society.

Analysis of the Portuguese newsmagazines corroborates studies already carried out in other press media at national and international level, and point to a need to work with journalism students, newsrooms and professionals, in order to create non-sexist content, which value the gender perspective and, as such, are promoters of diversity and inclusion. Thus, our last task in the research project Gender in focus was to create a good practices guide for professionals (journalists, photojournalists, editors and directors). The core aim of this tool is to serve as a practical and reflexive resource for professionals and journalism teachers/students. The objective is the inclusion of a gender perspective or, otherwise, diversity and inclusiveness into the existing practice.

Here we focus on the need to question the contents produced, presenting alternatives to accomplishing the job while integrating a gender perspective. Renewal of the journalistic language (verbal and imagistic) is the keyword. We will also present a good practices guide and its main areas of intervention. Besides that, we will try to take into consideration the importance of this tool for Portuguese journalism.

#### **Panel session 05:**

### **THE NEOLIBERAL POSTFEMINIST SUBJECT AS TRANSNATIONAL TECHNOLOGY: 'NEW' PERMUTATIONS OF FEMININITY IN SOUTHERN EUROPE**

Saturday, 21

8:30 – 10:00

Local: IE Multimedia Auditorium

**Chair: Ella Fegitz** | Goldsmiths College, UK

In recent years, feminist scholars in cultural and media studies have been concerned with deconstructing the interplay between developments in capital (late consumer capitalism), dominant modes of governmentality (neoliberalism), constructions of femininity in the mainstream media and, ultimately, the emergence of particular subjectivities for women in Western democracies (postfeminism) (Gill 2007; McRobbie 2009). However, these analytical frameworks have rarely been used to investigate permutations of postfeminism beyond Anglo-American contexts.

This panel brings together researchers interested in enhancing current theorizations of postfeminism and postfeminist media culture by exploring emergent reconfigurations of femininity available to women in contemporary Southern Europe (Italy, Spain, Portugal). Drawing on a range of approaches (feminist, poststructuralist, discursive, comparative) and data (interviews, media texts, online user-generated content), they critically analyse a number of 'technologies of femininity' relating to heterosexual relationships, sexual agency and beauty. In doing so, the panel also aims at ascertaining: what are the issues faced when 'translating' theory to different socio-cultural contexts? How are global forces and transnational trends and configurations of power, particularly postfeminist and neoliberal rationalities, ideologies, modes of governmentality and associated subjectivities, given specific, local meanings and articulations, and modified by context specificities?

In a historical moment when gender ideologies are increasingly more insidious and complicated to address and contest (Gill 2007), when feminism is repudiated by young women (Scharff 2012) and elements of contemporary social, political and popular culture are actively engaging in its undoing (McRobbie 2009), the panel additionally explores how the concepts and paradigms developed within the scholarship on postfeminism have inspired a new generation of feminist researchers with a vocabulary that - albeit with some limitations - resonates transnationally, and offers possibilities for a revitalized feminist movement both within and beyond national boundaries.

***The 'escort' in Italian media, the post-feminist subject position in Italy par excellence?***

**Ella Fegitz** | Goldsmiths College, UK

In 2009 Silvio Berlusconi was once again the protagonist of a political scandal, the most controversial to date: the Italian media released the news that the at-the-time prime minister used to regularly throw parties in his villa, which involved young showgirls as well as 'escorts' who received gifts, in terms of money and favours, in exchange for sexual services. This paper analyses the media representation of the

scandal, especially in terms of the construction of the women's subjectivity, in order to explore to what extent prostitution is condoned and which conditions apply to its acceptance.

Ultimately, this paper seeks to uncover whether the commercial use of one's body participates in a post-feminist discourse in the media which, while drawing on certain feminist tropes, has the effect of producing a novel permutation of femininity grounded on the individualistic and entrepreneurial subject, who is 'empowered' through the exercise of choice, sexual agency and participation in consumer culture (also as object of consumption).

### ***Negotiating postfeminist heterosexual femininity online***

**Laura García-Favaro** | City University, UK

The print circulation of women's magazines is declining largely due to the rise of websites offering similar content and interactive features. This budding media has, however, received scant academic attention, in turn mainly limited to sites for English-language speakers. Against the backdrop of an increasingly ubiquitous and commercialized Internet culture, this paper explores *Enfemenino.com*, a highly popular commercial lifestyle community site for women, which whilst based in Spain crosses national borders, having numerous users from Latin American countries. The analysis focuses on constructions of heterosexual femininity and intimate gender relations, disentangling discursive convergences and tensions between editorial and user-generated content from the discussion boards. In conversation with Gill's (2007) Anglo-American-informed conceptualisation of postfeminism as a distinctive sensibility linked to neoliberalism, the paper engages with the challenges engendered by new media technologies, including thinking through the complex local-global relations, to advance critical perspectives on contemporary gendered subjectivities and sexual politics in transnational media spaces.

#### **Panel session 06:**

#### **FEMININE POLITICS: GENDER POLICIES, FEMALE MP'S VISIBILITY STRATEGIES AND JOURNALISTIC NARRATIVES**

Saturday, 21

10:30 – 12:00

Local: IE Multimedia Auditorium

**Chair: Ana Cabrera** | New University of Lisbon, Portugal

The aim of this panel is to discuss some conclusions about the role and the visibility of women in politics, related to the research undertaken in the project "Women in Politics", carried out in CIMJ from 2010-2012. The study focuses in the press representations of female deputies (MP's), centered on parliamentary debates about

gender issues that took place in four cycles of the Portuguese democratic political life, from 1975 to 2002, namely: the PREC period (1975-1976); the Central Block (a political alliance between the socialists (PS) and the social democrats (PSD)); the Cavaquismo (1985-1995), referring to a period where Cavaco Silva, the PSD leader, was the prime minister; and the Guterrismo (1995-2002), where António Guterres was the head of government.

This panel comprises four interventions, articulated in the following order: first, we present the methodologies that contributed to the understanding of the parliamentary political agenda between 1974 and 2002 and some quantitative data regarding the evolution of the number of female MPs in the Portuguese Parliament; secondly, based on the analysis of journalistic texts combined with interviews with parliamentary journalists, we discuss how the narrative patterns of parliamentary journalism can help to explain the historical invisibility of female MPs in journalism; thirdly, we present a socio-semiotic analysis of pictures from two female MP, coming from antagonistic political backgrounds, demonstrating the stereotypes that are present in the visual representation of women in politics; finally, we argue about a case study, centered on the presidential election run of Maria de Lurdes Pintassilgo, in 1986, analyzing how the gender angle was a key factor in the news coverage.

### ***“The Gender Parliamentary Political Agenda” in the Press (1975-2002)***

**Ana Cabrera** | New University of Lisbon, Portugal

This paper aims to explain the structure and some research results attained by the project “Politics in the Feminine”. The study involves the period between 1975 and 2002, where we identified four political cycles: the PREC (1975-1976), the Central block (1984), an alliance between PS /PSD); the Cavaquismo (1985-1995) and the Guterrismo (1995-2002). From a departing absence of female presence in the press and in parliament, the agenda of women's rights evolved from early discussions regarding the new Constitution, in 1975, under the chapter “freedoms and guarantees of rights”, to a more consistent debate in the late political cycles, mainly centred around equality in political representation.

The sociographic study about the female representation in the Parliament shows that the number of representatives increased significantly only after 1995. In this paper, we will try to explain the social and political reasons behind those numbers, point out the most frequently debated issues regarding gender and how it translated into journalistic coverage.

### ***Why are female deputies gender initiatives so invisible? An explanation based on journalistic editorial criteria and political embedded performance values.***

**Carla Baptista** | Journalism and Media Research Centre, Portugal

This communication is an attempt to understand why are the female parliamentary initiatives regarding gender policies so long lasting invisible in the newspapers

narratives. Based on interviews made to Portuguese parliamentary reporters, during the research project Politics in the Feminine, we will analyze and discuss how the journalistic report of gender policies debated in the Portuguese parliament from 1975 to 2002 is commonly considered as lacking the news values that help to promote and disseminate a story. Despite the feminization of the parliament, due to the implementation, in 2002, of a parity law imposing a more equal gender agenda on legislative elections recruitment policies, the visibility of female initiatives it's determined by the evolution of the parliamentary journalism in itself and by a set of journalistic editing criteria, than rooted in any editorial policy regarding gender equality.

### ***The Representation of Gender Values on the press Photographs of Portuguese MPs***

**Teresa Mendes Flores** | Lusophone University of Humanities and Technologies, Portugal

Politics remains one of the activities where the participation of women faces great difficulties. One reason seems to be a divorce between the values of leadership and power associated with politics and the traditional values associated with women. With both a socio-semiotic and a gender approach, we show how these values have implications for the public visibility of the Portuguese women MP's in relation to their male counterparts through the analysis of their press photos. In any case, we conclude that "Power" does not rhyme with "Women".

### ***A woman (again) in the "city of men": press representations of Maria de Lourdes Pintasilgo's campaign for president in 1986***

**Carla Martins** | Lusophone University of Humanities and Technologies, Portugal

One decade after the Revolution of 1974, women were still a minority in the pursuance of political roles. In spite of the charisma and notoriety of a restricted set of female representatives, the years that followed the revolutionary period were characterized by the female abandonment of political intervention. In 1986, a woman, Maria de Lourdes Pintasilgo, the "lady first-minister" who led the V Government (1979), ran for presidential election for the first time. With this background context, this paper analyzes the representations created by the press of Pintasilgo as a presidential candidate, aiming to perceive whether and to what extent the gender point of view was decisive in the journalistic coverage, like in 1979 with the 5th Government. The empirical study is based on a framing analysis and focuses on periodicals *Correio da Manhã*, *Diário de Notícias* and *Expresso*, in the periods between 26th December, 1985, and 24th January, 1986.

## Thematic sessions

Thematic session 01:

### **GENDER AND ADVERTISING I**

Friday, 20

11:30 – 13:00

Local: ICS Atos Room

**Chair: Silvana Mota-Ribeiro**, University of Minho, Portugal

#### *Advertising and Gender Stereotyping: A Study of Urban India*

**Shrenya Mallik** | Jawaharlal Nehru University, India

Advertisements are the direct manifestations of the complex structure of a society. They are crafted for a clear pre-figured target group by corporates who don't have any other ideology except that of profits. For example, most product advertisements these days aim at a 'multi/trans-cultural' promotion of the product to fit into values and ethics of current discourses in global policies. In such a scenario, advertisements respond in interesting ways to traditional gender stereotyping on the one hand as also to other ways of gendered identities flaunted as global ones on the other. One has only to see the prescriptive gendered roles played out in advertisements these days to get a glimpse of the depth of stereotyping or otherwise that such adverts produce. They are determined by the product use (fairness cream, for example) as also by consumer class (jewellery such as 'love bands') or age of potential consumer (like an insurance/bank clientele or a fashion house product). Certain advertisements focus also on castes and ethnicities such as the ones on marriage bureaus like shaadi.com in India or the others on tourism, like "God's own country" for example.

Advertisements are, in effect, a mirror to the ideology underlining global capital which results in the construction, circulation and propaganda of fixed gendered identities. This paper will try to explore how selected advertisements perpetuate gender stereotypes. It also addresses the politics of fixing gender normativity as a most basic fundamental of a heightened capitalistic agenda of neoliberalism.

#### *Learning to Sell Sex? A Cultural Sociological Analysis of Gender and Sexuality in the Educational and Workplaces Cultures of Advertising Students and Practitioners in Ireland*

**Aileen O' Driscoll** | Dublin City University, Ireland

A 2013 census conducted by IAPI (Institute of Advertising Practitioners in Ireland) reveals that the advertising industry in Ireland is made up of 51% women, 49% men,

that women are significantly over-represented in PA/Secretarial roles (100% in 2013) and under-represented in creative roles (accounting for only 37% of creative copywriting and art-director roles). Employing a synthesis of detailed ethnographic research and socio-cultural theory, this study will explore dominant discourses around gender and sexual orientation among advertising students in Ireland. In particular, it will address how dominant attitudes, educational practices and working cultures relate to students' creative decisions and practices when considering the content of advertisements. Methodologically, this research is strongly guided by Sean Nixon's seminal cultural sociology of service sector professionals and their gendered identities in the UK and by Anne Cronin's work on 'circuits of desire' in advertising. The study methodology will involve individual interviews, focus groups and questionnaires with the students as well as observations of group-work assignments. I will employ Critical Discourse Analysis to this data as well as to a systematic review of programme materials, with a view to identifying the core theoretical, ethical and ideological perspectives (especially with regard to gender and sexuality) that inform the curricula on these programmes. Crucially, a second phase of interviews will be conducted after the participants have transitioned into professional practice / internships to determine whether, to what extent and how their views, attitudes and work practices in relation to representations of gender and sexuality have changed and what factors (institutional, socio-cultural, economic) are at work in this process. This quasi-longitudinal approach to the research will produce important findings on the relationship between education / training and workplace cultures and how these, in turn, relate to the resulting types of images on gender and sexuality that dominate Irish advertising.

***Role of Women in Television Advertisements Focusing Childhood Nutrition: A Content Analysis Study in Sri Lanka***

**Jhddr Kumara** | Rajarata University of Sri Lanka, Sri Lanka

**Ph Siriwardana** | Rajarata University of Sri Lanka, Sri Lanka

**Hp Reyal** | Rajarata University of Sri Lanka, Sri Lanka

**Mum Anis** | University of Peradeniya, Sri Lanka

*Background:* Nowadays television plays a major role in providing nutritional information to the human, it moderates the viewer's attitudes towards the commercial products. Advertisements telecast on television are the most extensively used media to catch the customers' attention.

Recent studies show that there are many significant effect of gender role. Gender identity is one of the main items of 'image - based influence' and children are also targets of 'image –based influence'.

*Methods:* The study sample included food related television advertisements focused on children, televised by nine popular channels in Sri Lanka during the month of April, 2013. Advertisements that fulfilled the pre-determined inclusion criteria were analyzed separately by three researchers on their content and structure. Content referred to the specific categories of the advertisements whereas as the structure



referred to the appearance of the advertisements.

*Results:* Among the analysed advertisements, mother's role is the active character in 45.16% advertisements while father is active only in 19.35% advertisements. In 32.3% advertisements, mothers were the primary target group while fathers were primarily targeted in 3.2% advertisements. Sixteen point one per cent advertisements took mothers as secondary target whereas fathers were targeted secondarily in 9.7% advertisements.

Concept of family to promote products was used by 22.58% advertisements. Among them 71.42% omitted the character of father in family concept and presence of fathers depicted a passive role in 28.57% advertisements. In addition, advertisements, which referred to special occasions such as a party, missing of an adult male was a surprising fact.

*Conclusion:* Hence, it can be concluded that women plays a significant role in decision-making focuses on childhood nutrition.

### ***Cultural Values in Indian Television Advertisements Targeted towards Women***

**Chitrallekha Chakrabarty** | Indian Institute of Management, India

**Nameeta Chandra** | Indian Institute of Management, India

Cultural values, the deepest manifestations and expressions of culture and collective mental programming (Hofstede 1980), are thought to be relatively stable features of individuals and societies and correspond to personality and cultural characteristics (Triandis 1995). Thus, cultural values influence one's personal values. If values lie at the deep structure of personality, we can learn about cultures and individual consumers within those cultures by understanding their media and ads. Indeed, advertising influences and reflects cultural and personal values so that messages are more readily accepted by the consumers within a given culture. Owing to the liberalization and globalization, more and more women are entering into workforce that has greatly affected their lifestyle and perceptions regarding purchasing decisions and it is expected that these may vary across different age groups depending upon their psychosocial experiences (Chaudhuri 2001). Given this backdrop, the present study is an attempt to explore cultural values portrayed in the Indian television commercials specifically targeted towards women audience and whether they vary across different age groups. The sample consists of 70 advertisements shown during the prime time (8:00 -10:00 pm) in between the daily soaps on four popular Indian TV channels namely; Star Plus, Colours, Zee TV and Sony Entertainment. The advertisements selected for the study are limited to food items, lifestyle products, automobiles and matrimony adverts. An age range of 15 – 45 years (i.e. adolescent to middle age) has also been identified for comparison purpose. The study will adopt a content analysis approach, which would provide a sound backdrop against which the cultural values stressed in the commercials could be ascertained. The findings would be discussed in the context of the Indian cultural milieu. The data collection and analysis of the same are under process.

## ***Consuming Gendered Bodies in the Media: An Empirical Research Among Italian Teenagers***

**Giulia Selmi** | University of Trento, Italy

**Rossella Ghigi** | Bologna University, Italy

As highlighted in the international scientific literature (Gill 2007; Carter and Steiner, 2004), the media play a crucial role in the making of gender identity during adolescence. Young people are particularly vulnerable to media messages insofar as they place their confidence not only in their emotional relationships (i.e. family, school, peer groups), but also in media characters, deriving their perspective on imaginary gender from the symbolic resources offered by elements of media content.

If this is true on a worldwide scale, within the Italian context – dominated in the last fifteen years by the so-called ‘Berlusconi era’ of an extremely gender-stereotyped media environment (Gribaldo and Zapperi, 2012; Zanardo, 2010) – this process may be of particular interest.

The aim of this paper is to explore the gendered imagery that girls and boys refer to while defining their identity. According to Milkie (1999), the paper will explore not only ‘what the media do’ to Italian teenagers, but also ‘what they do with the media messages’, or how and to what extent they adhere, challenge or subvert mainstream television gender repertoires.

The research draws on four focus groups carried out with Italian teenagers aged 15-17 by using a visual methodology (Stanczak 2007). These are part of a wider multi-method research (document analysis, surveys and visual focus groups) related to gender, body image and media in teenagers’ culture in Northern Italy between January 2011 and December 2013. The main findings are that teenagers generally do take on critical positions and consider media images to be unrealistic, even though they are fascinated by them. They appreciate the imagery of success transmitted by TV characters, but also share meritocratic ideals. They think that bodies in the media are unattainable, but at the same time they wish to look like them. A way out of these contradictions is for them to attribute the harmful effects of media images to others and to continuously negotiate their adherence to traditional values.

**Thematic session 02:**

### **MEDIA AND POLITICS I**

Friday, 20

11:30 – 13:00

Local: ICS Lab 006

**Chair: Ana Cabrera** | New University of Lisbon, Portugal

***The Visible Woman: Newspaper Coverage of Canadian Party Leadership Contests, 1975-2012***

**Angelia Wagner** | University of Alberta, Canada

**Linda Trimble** | University of Alberta, Canada

**Shannon Sampert** | University of Winnipeg, Canada

**Daisy Raphael** | University of Alberta, Canada

**Bailey Gerrits** | Queen's University, Canada

News visibility is vital to a successful campaign for the leadership of a national political party. In an era of little direct contact between politicians and voters, the news media are a key conduit through which politicians can seek support for their candidacies. While earlier generations of women politicians found it challenging to receive the same level or type of attention as their male counterparts, many feminist scholars now assume that news visibility is no longer an issue for women politicians because they are more competitive at various levels of office and are more likely to win election. But few studies have empirically investigated whether this is indeed the case. Our paper investigates gender, competitiveness, and news visibility through a longitudinal, quantitative analysis of newspaper coverage of Canadian women politicians in 13 national party leadership campaigns held between 1975 and 2012. Canada provides an excellent case study because many women have sought, and several have won, the leadership of national political parties. We ask the following research questions: Is the news visibility of party leadership candidates a result of their gender or their competitiveness in the leadership contest? Does the news visibility of women candidates for party leadership reflect women's changing levels of representation in electoral politics? Or is gender bias at work in media attention to women's candidacies? We draw on the gendered mediation literature, which posits that media coverage of politics reflects the gendered culture within which the media are situated. Our findings reveal that gender is only one of several cues that journalists use when determining which candidates to bring to their audience's attention and that, as a consequence, our statistical models need to include objective measures when analysing journalistic behaviours and outcomes in studies on the role of gender in political reporting.

***The Role of the Political Newspaper in Shaping an Ideal Model of Ultra-Orthodox Woman***

**Anat Feldman** | Achva Academic College, Israel

The Israeli Shas Party is an ultra-Orthodox political party comprised of Jewish immigrants from Muslim countries. The party was established in 1984, and has since been involved in creating a community of newly religious Jews from Israel's lowest social stratum. The party has a weekly newspaper, which it uses to transmit information, values, and ideology. Articles are approved by a spiritual council supervising the paper. In this lecture I would like to describe the model of the ideal

woman built using a political newspaper. I claim that only through the political newspaper can the seemingly anti-feminist ideal of a woman be marketed in modern times to women – most of who are educated, and employed in the general labor market.

The obituaries written about women who were first generation immigrants are the research tool for building the model of the ideal woman. In accordance with the stringent code of modesty, the eulogies do not include pictures of the women. The fundamentalist society's model of the ideal woman at the beginning of the 21st century is that of mothers to large families, with ten children on average. They do the housework and raise their children alone, while their husbands are absent for long periods raising funds for the Torah institutions they founded. Most of them agreed to marry someone who promised them poverty and hard work, in the hope of him becoming an important rabbi. In the eulogies they merit recognition of their greatness. They are described as partners in establishing Torah institutions, and their voluntary work in the community promises them a place in Heaven. I will argue in my lecture that this feminine model combines modern activity within the framework of a religious fundamentalist community.

***Boxing With Shadows: Aggressive Metaphors, Gender and Power in News Coverage of Conservative Party of Canada Leadership Contests***

**Bailey Gerrits** | Queen's University, Canada

**Linda Trimble** | University of Alberta, Canada

**Daisy Raphael** | University of Alberta, Canada

**Angelia Wagner** | University of Alberta, Canada

**Shannon Sampert** | University of Winnipeg, Canada

Newspapers continue to depict politics as a war, using pugilistic metaphors to describe political competitions. Proponents of the gendered mediation thesis suggest that the proliferation of aggressive language reinforces politics as a masculine space, thereby creating a hostile environment for women candidates. Our analysis queries the assumption that, by using aggressive language to describe political competition, the news media are representing political power as an inherently masculine performance. Borrowing from the literature on micropower in Australian schools, we theorize four models of power that may be communicated by the use of aggressive metaphors in media coverage of party leadership campaigns: "power over," "power through/power with," "power as" and "power to." Our study performs a content and discourse analysis of all aggressive language in Globe and Mail coverage of each of the three Conservative Party of Canada leadership races featuring competitive female contenders -- Flora MacDonald in 1976, Kim Campbell in 1993 and Belinda Stronach in 2004. A detailed, longitudinal analysis of the relationships between power and gender as relayed through aggressive language is used to investigate the types of power deployed by women and men leadership candidates. We argue that aggressive metaphors did not necessarily or automatically cast women candidates as powerless. That said, in the news coverage of the 1993 and 2004 leadership

contests, journalists used the figurative languages of combat to question the woman candidates' ability to independently exercise power in an authoritative and effective manner.

### ***Framing Gender: Media Representation of Women Ministers in Spain***

**Nuria Fernandez Garcia** | Autonomous University of Barcelona, Spain

Studies examining newspaper coverage of elections have found female candidates to be disadvantaged as compared with their male counterparts, as women tend to attract lower overall attention and to receive less substantive coverage than men. Comparative research on the media treatment of male and female heads of government has reached similar results. Yet little systematic analysis has been devoted to the coverage of female members of government cabinets. This paper explores the media treatment of cabinet members in Spain. Women politicians have become increasingly visible in Spanish public life and in the media. In 2004 a gender-balanced cabinet was formed for the first time, and women have been appointed to cabinet positions in areas that had traditionally been restricted to men, such as Defense and Economy. Based on a sample of news articles from the four main Spanish newspapers (El País, La Vanguardia, El Mundo and ABC), I examine the media treatment of the first government of Socialist Felipe González (1982), Conservative José Maria Aznar (1996), Socialist José Luis Rodríguez Zapatero (2004), and the first government of Mariano Rajoy (2011). The analysis compares the firsts days of the coverage of male and female members in quantitative and qualitative terms, focusing on 1) the visibility and prominence of each cabinet member; 2) mentions of their personal traits, appearance, and private life; and 3) the general tone of the report. The study analyses the coverage of members of the different cabinets trying to understand the differences between Conservative and Socialist governments, the differences in the coverage by gender of the minister and the types of portfolios women and men receive. The study presents new evidence on the differential treatment of women politicians by the media in the context of everyday politics beyond campaigns and elections.

### ***The Portrayal of Women Politicians in Israeli Popular Women's Magazines***

**Einat Lachover** | Sapir Academic College, Israel

Over the years research analyses have argued that women politicians are represented in the media in a gendered way. Recently, Charlotte Adcock stressed the importance of studying various textual characteristics of political coverage within and between specific news formats and market sectors. The present paper conforms to Adcock's suggestion and focuses on a specific arena of news media—popular women's magazines.

The study considers the issue of how women politicians are covered in three major

commercial Israeli women's magazines (La'Isha, At and Lady Globes): Are they covered in a stereotypically gendered manner, or does an alternative feminist report manage to filter through?

The study focuses on two major female leaders in current Israeli politics, representing establishment parliamentary politics as well as non-establishment, non-parliamentary politics: Tzipi Livni, the first Israeli woman to run for the office of prime minister, and Daphni Leef one of the initiators of the housing protest in Israel. The research corpus includes all items that focus the two leaders during the periods in which they played a part in the public discourse. The texts were analyzed using the critical discourse analysis method.

The findings point to a less stereotypical representation of women politicians compared to traditional media representations in general. This is particularly true in the case of Livni. The findings also point to differences in the ways in which these two women politicians are portrayed: While the portrayal of Livni, a consensual, veteran and experienced politician, largely reflects gender blindness and to a lesser degree stereotypical and alternative representation, Leef's representation is stereotypical due to her status as an outsider and her anti-hegemonic agenda. Contrary to the image of popular women's magazines as being apolitical and perhaps anti-political, political portrayals can be detected in these magazines. We therefore conclude that these magazines are not perceived as an irrelevant arena for public discussion of civil and political topics.

**Thematic session 03:**

## **MEDIA AND VIOLENCE I**

Friday, 20

11:30 – 13:00

Local: Engineering Auditorium II

**Chair: Cátia Ferreira** | Catholic University of Portugal, Portugal

### ***Nepal Media Content Analysis on Gender Based Violence in Nepal***

**Binu Lama** | Center for Awareness Promotion, Nepal

**Raj Raj Kamal** | Center for Awareness Promotion, Nepal

**Sharada Paudyal** | Center for Awareness Promotion, Nepal

*Introduction:* Women and girls in Nepal are exposed to a variety of forms of gender-based violence (GBV). Since the Nepali Government announcement to address GBV, the numbers of GBV cases reported in both local and national media are increasing. However, GBV is not addressed adequately in the media, and the reporting approach is found to be neither gender sensitive nor human-rights based.

*Objectives:* A media content analysis on GBV cases reported in printed media

recently conducted from January 2012 to July 2013 by the NGO Chhori had two key objectives: a quantitative review of the number of cases of GBV reported in print media within a recent time-frame; and a qualitative review of media reports to analyse the content and direction of GBV media coverage.

*Method:* A total of 620 GBV cases were recorded from January 2012 to July 2013 print media. GBV-related news cuttings of ten national daily newspapers were compiled. E-news sites were searched. Print media archives maintained by the Nepal Press Council and National Human Right Commission were hand-searched. GBV media reports were dis-aggregated by type of violence and analysed.

*Results:* The reporting of GBV cases was relatively factual and devoid of contextual analysis. Media reporting on policy and programmatic issues was missing. News reports are by their very nature short-term, and cases rarely achieved sustained coverage. Much of the media coverage gave simple accounts of events. Human rights based media reporting was notably absent.

*Conclusions:* Media coverage of GBV was generally supportive of women, but inadequate. Descriptive reports rarely tackled issues such as prevention, policy responses or accountability to redress GBV. Stories rarely achieved sustained coverage and were often not a high priority news event. Media persons should be provided knowledge on international human rights instruments and strategies to approach human rights based reporting.

### ***Violence Against Women in Selected Nigerian Video Films and Novels***

**Chioma Enwerem** | Imo State University, Nigeria

One of the primary concerns of the Millennium Development Goals is to "promote gender equality and empower women". The paper examines how certain forms of violence against women are portrayed in selected Nigerian video films and novels. Women and girls in Nigeria are still subjected to various culturally based forms of abuse, exploitation and discrimination, the most common of which include wife battering, rape and other forms of sexual violence during wars and conflict situations, female genital mutilation, trafficking in women, and inhuman widowhood practices. The paper discusses how Nigerian dramatists and novelists present or misrepresent gender related violence in their works. It relates the discussion to the local social and cultural contexts in which these writings and films are set, and to the wider global debates about gender justice and the cultural context of human rights. The paper focuses on a representative selection of video films and novels which portray the Nigerian woman burdened in various ways with patriarchal prejudices and at times very obnoxious native laws and customs which flagrantly violate her human rights and dignity. It concludes with some comments on the adverse social consequences of violence against women, and the relevant international conventions, local legislation and other social responses that seek to redress these gender related anomalies in Nigeria. It also considers how home videos which are now widely used to dramatize these social ills can more creatively be used to promote the campaign to eliminate all forms of discrimination, abuse and violence against women.

## ***When ‘Good Girls’ Die: A Portrait of A Homicide Victim in Jordanian Media***

**Salam Al-Mahadin** | Al-Ahliyya Amman University, Jordan

The murder of Nour Awadat, 20-year old university student, at a bus stop in Zarqa, Jordan constituted a rupture in the normal repertoire of female victims. For while the vast majority of cases of femicide tend to fall under the rubric of ‘honour killings’, Nour was unique in being regarded as an undeserving homicide victim as evidenced by the media coverage of the murder. This paper seeks to examine how Nour was discursively constructed as a ‘good girl’-thereby distinguishing her from other homicide victims and, as such, deserving of an unprecedented level of media coverage- and how she was transformed into a field of struggle by various political and social actors who sought to utilise her as an epistemic weapon in their struggle against each other. By focusing on media coverage of the murder including news reports, interviews with Nour’s family members, announcements in newspapers by Nour’s tribe and the murderer’s tribe, etc. the paper will demonstrate that Nour’s unique positionality as a so-called ‘good girl’ permitted her entrance-and subsequent utilization-as a point of convergence for ideological conflicts. This raises very important questions about the taxonomy of murder victims in Jordan and how gendered politics are implicated in issues much more encompassing than what reductionist perspectives usually blame on patriarchy/misogyny/religious oppression.

## **Accounting and Ethical Responsibility in Constructing the Subject Victim of Gender-based Violence on Spanish YouTube Channels Ciudad de Mujeres and Fundación Mujeres**

**Sónia Puente** | King Juan Carlos University, Spain

**Maria Fuentes** | Jaume I University, Spain

**Rainer García** | King Juan Carlos University, Spain

**Diana Romero** | King Juan Carlos University, Spain

This article analyses the complex way in which the representation of female subjectivity has been constructed in the specific context of audiovisual cyberspaces in Spain dedicated to the struggle of violence against women. We are interested in studying how the victim-subject is configured in terms of agency and activism on the thematic YouTube channels of two virtual feminist communities that deal with violence against women: Ciudad de Mujeres y Fundación Mujeres. The text reflects on the concept of ethical responsibility, not only conceived as a response to the other, but as the possibility of developing an effective response. This is linked to the discussion on the configuration of the subject victim of gender violence, as a subject that it’s supposed to be in some way passive. Moreover, we focus on the need of paying attention to constraints and habilitations involving the subject’s production after the other’s demands. Developing the latter, it is analysed how the concept of accounting as a social practice has a significant impact on meaning production structures and on the mechanisms of power’s legitimacy. We also assess its importance as a fundamental element in configuring identities, in our case the



identity of the subject victim of violence, as in the organization of social reality.

***Media Discourses About Intimate Partner Homicide: Thematic Analysis of Two Daily Newspapers between 2011 and 2012***

**Helena Grangeia** | University Institute of Maia, Portugal

**Rita Conde Dias** | University of Minho, Portugal

**Sara Fernandes** University Institute of Maia, Portugal

Intimate partner violence is now a highly mediated phenomenon, reflecting its recent status as a social problem. It is already well known the negative impact on the victim caused by continued violent dynamics within intimate relationships. It is also known the dynamics that are responsible for the progressive escalation of violence that often translates into murder. According to the latest Annual Internal Security Report (RASI, 2013), homicide in the context of intimate relationships represents a considerable number of cases of consummated murder.

Both the social relevance of the phenomenon and the media value of this particularly violent crime compete for its wide dissemination in the media. Moreover, we consider the media discourses as co-constructors of public opinion by disseminating and privileging discourses that support certain worldviews, which influences judgments, preferences and actions towards a particular theme

This study aims to identify and understand media discourses about intimate partner homicide through the analysis of cases reported in two Portuguese daily newspapers, between the years 2011 and 2012. For this purpose, we followed the principles of thematic analysis (Braun & Clarke, 2006) and privileged the study of gender in the construction of the victims and murderers. The results indicate that homicide perpetrated by men and murder perpetrated by women is described differently, revealing stereotypical constructions of gender. We found that both newspapers engage in a hegemonic discourse when approaching this phenomenon.

**Thematic session 04:**

**GENDER AND NEWSROOM CULTURE**

Friday, 20

11:30 – 13:00

Local: ICS Lab 007

**Chair: Zara Pinto-Coelho** | University of Minho, Portugal

## ***Women in Journalism: Newsroom Culture(s) and News Production***

**Paula Lobo** | Journalism and Media Research Centre, Portugal

**Maria João Silveirinha** | Journalism and Media Research Centre, Portugal

Our research intends to develop critical gender perspectives on newsmaking practices and economic, social and technological changes in media organizations. Considering the current biases in women representations in the news, it has often been assumed that news content will improve as the number of female journalists increases. However, this assumption fails to understand the complexity of the interconnections between women professionals, media institutions and contents as research as shown that the so-called media feminization did not have a direct impact in the improvement of gender balance in the news. Therefore, we need to progress from the 'what' to the 'why' of the persistence of unbalanced gender representations by questioning the practical implications of the increasing numbers of women in media professions in decision-making processes and media contents. What happens on the work floor of news organizations in terms of working conditions, newsworthiness, values and priorities in a gender perspective?

In order to better understand the professional and organizational context of news production, and the gender power relations in decision-making processes we have conducted a period of three weeks of participant observation in one of the major national newsrooms (RTP).

Findings allowed us to obtain a specific knowledge on the gender dimension of organizational structures and working practices and on women's participation and access to decision-making in media organizations. We were also able to identify patterns of continuity between the gendering of organizations, working conditions and professional beliefs.

We expect that these results may constitute a solid theoretical framework for better professional practices and to the development of political strategies in the field.

## ***'Gender as a Multi-layered Issue in Journalism'. A Multi-method Approach to Studying Barriers for Women in Belgian Newsrooms***

**Sara De Vuyst** | Ghent University, Belgium

**Karin Raeymaeckers** | Ghent University, Belgium

In recent years, in feminist media studies there has been a growing interest in media production processes, the structures of media organizations and the people working 'behind the scenes' of these companies. This research has documented that despite the increase of female journalists in the last decades, journalism remains vertically and horizontally divided along gender lines. Female journalists are strongly under-represented in older age groups, in decision-making positions and in prestigious news areas and media sectors. Although the blending of qualitative and quantitative methods can offer a fuller understanding of the mechanisms sustaining gender inequality in journalism, most studies either quantify the representation of women in

journalism or use qualitative methods to explore how female journalists experience these barriers. The purpose of this paper is to fill the lack of multi-method research on gender inequality in journalism. In order to gain insight into the structural position of women in the journalistic workforce, we conducted a large-scale survey in Belgium. All active professional journalists were invited to participate. The response rate was 33.4% (1640 of 4913 journalists). These results are explored more in depth by means of qualitative interviews with 21 female journalists. The analysis confirms the existence of all 'traditional' barriers that women experience in the journalistic profession (e.g. the incompatibility of journalism and motherhood, the glass ceiling, sexism,...). The added value of this study is that we registered several additional difficulties for women in journalism, and most importantly that we gained insight in the strategies that our respondents use to deal with these gender-related barriers. These strategies were related to the support of a partner, the flexibility in the newsroom towards journalists with children, the choice to work part-time or freelance and the use of new communication technologies.

### ***New Trends in Media: New Argumentation Strategies against Gender Equality***

**Zuzana Madarová** | Comenius University, Slovakia

**Alexandra Ostertágová** | Comenius University, Slovakia

Gender equality has been under attacks for a very long time. There was always a reason for some critique; there was always an argument against it. But what kind of argumentation critics of gender equality have been using? The paper tries to answer this question in a case study based on the media analysis of articles about gender sensitive language in the Czech Republic.

In 2010 the Ministry of Education of Czech Republic published on its website an electronic publication that was supposed to be used as a tool for Ministry employees in their struggle to use gender sensitive language at work. Even before the publication was published there was a huge negative response in the media; many of the articles contained hateristic personal attacks on the authors – gender experts, texts contained irrelevant arguments, and struggles to evoke fear among readers (e. g. comparing Nazism and state socialism with feminism or gender ideology). Applying theory of argumentation (Willard 1989) and analysis of argumentation schemes (Walton, 2007) as well as critical discourse analysis (Wodak 2003, 2011) we identified several argumentation schemes used against the publication and gender equality in general. These kinds of fallacious arguments were used regardless the author was a famous linguist, a journalist or a reader. We discuss these argumentation schemes in the context of the current debate about so called gender ideology, which has been raised in Poland, Slovakia, Czech Republic, Croatia or in the European Parliament. There are some parallels between the debates, therefore we find it important to inquire these argumentation strategies in depth, discuss them and debate the potential responses that would make feminist voice louder and stronger for citizens of different European countries.

**Thematic session 05:**

**GENDER AND SOCIAL MEDIA**

Friday, 20

14:00 – 15:30

Local: ICS Atos Room

**Chair: Carla Ganito** | Catholic University of Portugal, Portugal

***Gender and Communication in Social Media***

**Brigitte Krenn** | Austrian Research Institute for Artificial Intelligence, Austria

**Karin Wetschanow** | University of Vienna, Austria

The proposed paper addresses the field of gender and communication in social media within digital humanities. Recent studies point at the increasing importance of social media for women and queer communities and refer to a tendency of insisting on performing a ‚real‘ gender identity (Carstensen, 2009; Herring & Störger, in print). Given that gender is constructed in a mainly discursive way in social media, their analysis seems to be a particularly promising case for studying discursive processes of (Un)Doing Gender. Moreover, the relationship of gender and language finds attention in opinion and market research as they are interested in automatic gender guessing. However, existing models (Shlomo Argamon, Koppel, Fine, & Shimoni, 2003; S. Argamon, Koppel, Pennebaker, & Schler, 2007; Burger, Henderson, Kim, & Zarrella, 2011; Cheng, Chandramouli, & Subbalakshmi, 2011; Thomson & Murachver, 2001; Zhang, Dang, & Chen, 2011) lack a thorough consideration of modern gender theory and primarily concentrate on textual factors. We argue that automatic gender guessing based purely on textual items is unreliable, as typically only a few linguistic means “index” gender, and one and the same linguistic expression may be a signal either for doing male, female, other gender identities or none. Establishing a feminist-oriented context sensitive automatic gender guessing tool requires an explorative research approach, which avoids to merely reinforce existing gender stereotypes. We argue that such a tool has to fulfill the following criteria: It must (1) be rooted within gender theory, and (2) combine qualitative discourse analysis of linguistic patterns as well as context factors with automatic processes. We will illustrate our considerations with examples from German and Austrian Social Media, and present annotation and natural language processing tools that technically support the proposed explorative research approach.

***Public Debates on Gender and Research Careers: An Outline About the Role and Relevance of Social Media***

**Emília Araújo** | University of Minho, Portugal

Blogs and social media in general, have been acquiring important roles concerning the public discussion of central aspects characterizing present day societies. This is the case of representations around gender roles and expectations in some professional activities. This communication addresses the relationship between social media - mainly blogs - and the academic and scientific career. Based on a research made on several blogs dedicated to debate various topics associated with gender in academy and scientific research, the author's aim is to provide an overview about the type of contents exposed in those blogs (national and international), essentially on the way they relate to representations, beliefs and expectations around the differences and similarities between man and women concerning the access and the persistence in academic and scientific careers, as well as the academic productivity. Data analysis confirms that social media are not only important grounds for participation in debates about gender inequalities in academic and scientific careers, but they are also means of reinforcement of some of the traditional stereotypes regarding the presence of women in research careers.

### ***Understanding Fashion and Religion: How Young Muslim Women Use Social Media to Establish Their Identity***

**Branka Prodanovic** | Macquarie University, Australia

In the last few decades, in countries such as the USA, the UK, Australia and France, the issue of female veiling has been increasingly articulated and understood through the force/choice binary. The discourse appears two-fold, with arguments that the Islamic traditions of veiling are suppressing and oppressing women from the Middle East countered by those that see female veiling as a personal and religious choice. Recently, a third discourse has emerged among feminist scholars, arguing that Muslim women have been largely represented in this debate by middle-class, White, Western women. That is, the debate has been bereft of the very women at the heart of this phenomenon.

In Australia, the topic of Muslim veiling has been a popular and controversial topic on commercial current affairs television programs. In these reports, the Muslim women are almost always portrayed as victims of a backward and/or cruel religious culture. Much is changing in the new media sphere however, and many 'average' Muslim women are embracing their veiling as a marker of cultural identity. With the popularity of online blogs and social networking sites, Muslim women are able to use their dress codes as fashion and style identifiers rather than religious and political signifiers. Many young Muslim women have taken to sites like YouTube, Facebook and Pinterest to share fashion tips and energise a new discourse about Muslim veiling, one that entails a sense of agency and autonomy.

In my research I aim to discuss this new and emerging trend by comparing the 'realness' of Muslim fashion bloggers with the 'reelness' of Muslim women on Australian current affairs programs. This in turn both critiques the (often Orientalist) conventions of commercial current affairs television, and considers how new media opens up new spaces of expression for young Muslim women in Australia.

## ***Double Standards and Gendered Criticism in Social Networking Sites***

**Iolanda Tortajada** | Rovira i Virgili University, Spain

**Cilia Willem** | University of Barcelona, Spain

**Núria Arauna** | Rovira i Virgili University, Spain

This communication deals with gender and sexual identities in Social Networking Sites. SNS' display a high level of Intimate Self Disclosure, thus they allow us to gather a vast amount of information teenagers' gender identity as expressed from their own points of view. After a previous content analysis of 400 Fotolog pages and a qualitative analysis of 18 extra profiles (some covering years of activity), we observed a consistence on girls portraying themselves in a 'To-be-looked-at'-ness manner, implying a passive exhibitionist female [body] and a strong sexualization. Besides, 21% of all positive comments received by girls refer to physical features. To better understand this recurrence, the present communication focuses on focus groups and interviews of 32 teenagers to delve into their interpretations of the gendered use of SNS. Results show that both girls and boys believe that by uploading a lot of pictures of themselves they will become more popular. Girls seem to be under more pressure to represent themselves in sexualized ways and are very conscious of posing in sexy ways in order to attract boys' attention. On the one hand, these practices are a way of playing around, as many interviewees have confirmed, but on the other hand, they imply some consequences especially tough on women: boys get less criticism than girls who pose in sexy outfits. Just like in offline interactions, our research has shown that this double standard also punishes women online with sexual slurs ("slut") that degrade them vis-à-vis boys/men, who are only thought to be "show-offs". In conclusion, virtual interactions are strongly gendered, constructed and interpreted in terms of masculine and feminine expressions. We can see this in the images that teens upload of themselves, in the way in which they talk about them, in the nicknames and, finally, in the social judgments they receive and apply to others.

## ***Feminist Cosmopolitanism in the Creation of Social Media***

**Stu Knox** | Curtin University, Australia

The Egyptian Revolution of 2011+ saw unprecedented involvement of Arab bloggers and online supporters participating in a process of political change. This paper argues that the texts produced during that process reflect support offered in a form that can be interpreted as constituting a feminist cosmopolitanism, which is demonstrated as process-oriented feminist practice within potentially cross-boundary dialogue. Analyses of the social media texts produced by Arab bloggers participating in the Egyptian Revolution, and the subsequent online commentary those texts generated, provide opportunities to reflect upon and gain further understanding of the underlying issues framed within the online dialogic interactions generated by the texts, how those issues are addressed, and how the online spaces are utilized by participants. The Egyptian Revolution texts created by Arab bloggers and the online

communities supporting the bloggers have not been adequately analysed in existing literature. This research addresses that gap by analysing specific meaning, language, and style in order to demonstrate how the texts can be read as an orientation toward feminist cosmopolitanism.

**Thematic session 06:**

## **GENDER AND MEDIA INSTITUTIONS**

Friday, 20

14:00 – 15:30

Local: ICS Lab 006

**Chair: Carla Martins** | Lusophone University of Humanities and Technologies, Portugal

***‘Gender Divides in Transition?’ A Study on the Impact of the Changing Working Conditions in Journalism on the Barriers for Female Journalists***

**Sara De Vuyst** | Ghent University, Belgium

**Karin Raeymaeckers** | Ghent University, Belgium

This paper sets out to examine recent changes in the journalistic profession from a gender perspective. In the last decades, rapid technological innovations and changes in economic circumstances stimulated profound transitions in the media industry. In terms of working conditions, ample studies have documented that journalists need to produce more content in less time. It has been repeatedly demonstrated that the intensified work regime, combined with the arrival of digital technologies, results in an increased demand for multi-skilled journalists. However, even though scholars agree that men and women have different working experiences in this profession, the impact of the changing journalistic work setting is rarely studied from a gender perspective. To date, research on gender inequality in journalism has uncovered several barriers for women, but few of these studies have adopted a longitudinal perspective with respect to the changing media ecology. The aim of this paper is to fill this gap by examining the possible gendered dimensions of the changing working conditions in journalism. The study explores whether these changes have influenced existing gender-related barriers or whether they have created new gender divides. We developed a longitudinal study of working conditions in Flemish newsrooms from a gender perspective based on three surveys with a five-year interval (2003-2008-2013). All professional journalists were invited to participate.

The findings are mixed. On the one hand, the data show that traditional barriers for women are slowly breaking down. The analysis reveals that women are entering journalism in increasing numbers and that they are making progress in gaining decision-making positions. On the other hand, the findings suggest that the

increasing workload is a big burden on the work-life balance of women. Moreover, our findings point out that new technologies create new (digital) gender divides in journalism. Women are under-represented in online and multimedia journalism.

### ***Gender in a Media Institution on the Example of Polish National Television***

**Greta Gober** | University of Oslo, Norway

This project aims to provide an empirical insight into the experiences of women and men working in the Polish National Television (TVP S.A.). While talking to 50 men and women working in various positions, in different newsrooms, programs and channels (TVP S.A. comprises of 13 channels and 16 local branches) I explore gendered institutional and working practices in the biggest Polish media institution. This is the first study of this kind carried out in Poland. Journalists from Eastern Europe have a particular relationship to gender equality. Many people interviewed in my study declared they have never witnessed or experienced discrimination yet my research findings tell quite a different story. To explore the relationship between gender and the biggest media institution in Poland I address questions such as: 1) How do gender relations affect journalistic practice? 2) What does it mean for men and women working in the media that media culture is largely defined in male terms? 3) Why the glass ceiling is still keeping women in out of senior management positions?

### ***Gender, Ethnicity, and Leadership: A Study of Audience Perception of Leadership Ability***

**Jenifer Lewis** | Nazarbayev University, Kazakhstan

Kazakhstan is a relatively young country, having declared independence from the former Soviet Union in 1991. During the past 20 years of independence, the leaders have sought to establish Kazakhstan as an important player in world affairs. Toward this end, the government has opened up the economic and media markets, established many education initiatives, and is focused on developing a voice in regional and global affairs. For example, in 2010 Kazakhstan was given the chairmanship of the Organization for Security and Cooperation in Europe (OSCE). This move brought criticism by many who claimed that Kazakhstan does not have democratic, open elections and allows human rights violations. Despite these criticisms, modern Kazakhstan is lauded by its leaders as a multi-national country where representatives of more than 130 ethnicities live together harmoniously.

Despite this desire for a multinational way of life, the reality of harmonious and cooperative living may not be reflected in the views of the general Kazakhstani citizens. A brief examination of the gender and ethnicity of leaders in sectors such as government, healthcare, education, and energy finds that most are male and ethnically Kazakh. Is this a basic reflection of Kazakh society and beliefs about who



should be a leader or who is a “good” leader? To better assess this situation, this study examines whether the gender and ethnicity of a person influences the way audience members view her/his ability to lead in various contexts in Kazakhstan. Understanding the perception of a person’s leadership ability based solely on factors such as gender and ethnicity can help to reveal whether there are biases within this society that could influence hiring, promotion, governmental appointments, and many other important areas of life. Uncovering bias is an important step for developing a multinational society where women and men have equal opportunity and where people of different ethnic backgrounds are welcomed as leaders.

This research project was conducted by eighteen undergraduate students in the School of Science and Technology at Nazarbayev University in Astana, Kazakhstan as part of a Communication Research Methods. The presenting author is the professor who taught the course and directed the research project.

### ***Media and Women’s Rights***

**Saeide Moradifar** | University of Isfahan, Iran

**Asgar Safari** | University of Isfahan, Iran

In Theories of International Relations, Feminist theories are discussed in the context of critical theories. Feminist theories have been formed to protect the rights of women. And to seek equal rights for men and women are. Feminist theories argue that women are like men and have the ability to the world to better manage. Feminist theories argue that women's voices are the voice of peace. According to the introduction, this study sought to answer the question what is the relationship between the media and women's rights? This paper argues that Media by use of women as promotional item violates women's rights. Human dignity is one of the basic principles of human rights and Media through trampling human dignity of women offer bad portrait of female character. The purpose of this study is to investigate the relationship between the media and the emerging feminist movement. The research method is descriptive – analytical

**Thematic session 07:**

### **MEDIA AND HEGEMONIC SEXUALITIES**

Friday, 20

14:00 – 15:30

Local: ICS Lab 007

**Chair: Ana Brandão** | University of Minho, Portugal

## ***Representations of White Masculinities in the Field of Sports: the Hegemonic Masculinity of Rafael Nadal***

**Paloma Caravantes** | Rutgers University, USA

The main goal of this study lies in developing a sociological, intersectional analysis of representations of masculinities in the field of professional sports, in contemporary Spanish society. By means of analysing media and advertising texts, as a prominent platform of normative stereotypes, this work seeks to problematize the privileged positions par excellence: white masculinities. In this sense, the focus on the members of the perceived as an extraordinarily successful generation of Spanish sportsmen and sportswomen allows grasping the complexity of these locations. At a theoretical level, this study adapts Connell's relational typology of masculinities, particularly the concept of "hegemonic masculinity" as a way to tackle the paradigmatic case of the tennis player Rafael Nadal. According to the suggested analysis, Nadal embodies hegemonic values not only through his role as white, young, able-bodied, heterosexual successful sportsman, but also through the narrative discourse that media has elaborated around his figure, concerning his exceptional winning mentality and a ceaselessly determination to better himself. The relevance of problematizing the media representations of white masculinities in the field of professional sports in the Spanish context lies in two main interrelated consequences. First of all, the public figure of these male players and their performances in the field constitute an exercise of specific forms of competitiveness, extremely complicit with strong hetero-patriarchal values. Secondly, the media narrative has presented this sportive generation's 'achievements' in nationalist terms, as exemplary models of success with regard to the economic, politic and social crisis that currently affects Spain. Hence, being crucial to unravel the hegemonic discourses that define the factors of success embodied by a particular group of privileged, white masculinities.

## ***Representations of Masculinity in Contemporary Turkish Films***

**Nejat Ulusay** | Ankara University, Turkey

Since the mid-1990s, Turkish cinema has seen the rise of "men's films". Although it is unusual to typify films as "men's pictures", this categorization is used for the purposes of this presentation, for the films explored feature leading male characters and stories revolving around these figures. Interestingly enough, leading male characters do not only dominate popular pictures, but also the films of "Turkish New Wave" directors from Nuri Bilge Ceylan to Semih Kaplanoğlu and Zeki Demirkubuz. Turkish "men's films", some of which have had remarkable box-office results, arguably follow the patterns of "buddy films", a sub-category of Hollywood action-adventure genre. Generally speaking, in the majority of these films the narrative focuses on the relationship between a real (or a symbolic) father and a son; and the masculinity crisis is depicted through the crisis of fatherhood. One of the most striking aspects of contemporary Turkish "men's films" is the representation of women. Women are either absent in the narratives or appear as "femme fatales" or

mute characters. The rise of “men’s films” in contemporary Turkish cinema can be understood by taking the crisis of masculinity in Turkish society into account; and it can be argued that these films can be considered as partly a respond to another trend, the rise of “women’s pictures” in the 1980s. With regard to both popular and art house films produced after the 1990s in Turkish cinema, this talk examines the ways in which male identities are constructed and represented through failing characters embodying the features of a gender identity crisis.

***The Relationship Between Gender, Sexuality, Sex and Heteronormativity in Portuguese Journals of Communication Sciences***

**Zara Pinto-Coelho** | University of Minho, Portugal

**Silvana Mota-Ribeiro** | University of Minho, Portugal

The feminist appeal to the need for further research on the relationship between gender and sexuality within the social sciences and humanities is well known. Gayle Rubin (1975, 1984), Adrienne Rich (1980), RW Connell (1987), Teresa de Lauretis (1987), Monique Wittig (1989), Judith Butler (1990), Michael Warner (1991), Deborah Cameron and Don Kulick (2003) are famous examples of this kind of appeal. In this context, the issue of hetero-normativity, that is, heterosexuality as a power structure that defines hierarchical gender relations, has special importance. Its normative power is not restricted to erotic and intimate contexts, but it defines hierarchical gender relations also in various social and cultural contexts (Ingraham, 1996; Jackson, 2006), including in the scientific field.

Despite the importance of these issues and the amount of research done around them, the complexity, and the intricate (and often implicit) nature of both the meaning of these categories and their relationship justifies our attention. This importance is particularly evident in the field of communication sciences in Portugal since it is largely unknown how researchers use the terms (gender, sexuality and sex) in their studies and theorize their interconnections. It is also important to examine the presence of hetero-normativity in such research. Through an analysis of the articles published in open access communication sciences journals with known impact factor, published between 2005 and 2012, this communication examines the question of how the relationship between gender, sexuality and sex has been theorized, and of how hetero-normativity affects the way this research is conducted. This study constitutes the first step in a broader project that aims to map and to construct a state of the art on how the issue has been addressed in higher education and research in Communication Sciences.

***"You're Very Interested in Men, Naturally": Compulsory Heterosexuality, Gender Compliance and the Exclusion of Sexual minorities in Women's Magazines***

**Kate Farhall** | University of Melbourne, Australia

Feminist research has consistently shown that commercial women's magazines portray catching and holding onto a man as the ultimate goal for young women. Happiness and success are structured around hetero monogamy, whilst strategies to achieve 'wedded bliss' are predicated upon servicing male needs and desires.

However, there have been no longitudinal studies that have sought to evaluate heterosexuality in women's magazines over time, nor have previous studies comprehensively examined the overwhelmingly heterosexual nature of such magazines in the context of feminist theory on compulsory heterosexuality. This paper presents research into selected editions of the Australian women's magazines *Cosmopolitan* and *Cleo* from 1973 to 2013, the results of which suggest that compulsory heterosexuality within the magazines is intricately intertwined with gender compliance. Editorial content that assumes the heterosexuality of readers arguably contributes to compulsory heterosexuality whilst simultaneously excluding sexual minorities. It is argued that such content may not only shore up patriarchal structures in multiple ways, but also provide an impoverished understanding of womanhood and female sexuality for young, female readers.

### ***The Numerical Superiority and Linguistic Hegemony of Male Homosexuals Over Lesbians in Newspaper Texts***

Jonita Siivonen | University of Helsinki, Finland

This paper explores the presence of male homosexuals and lesbians as news subjects in newspaper texts. Gay men are more visible in the material both as individuals and as representatives for homosexual persons in general, while lesbians are less visible both as individuals and as representatives for homosexual persons in general. The lesser amount of lesbians as news subjects and the generic reference to homosexuals in male terms make female homosexuals less visible than male homosexuals.

The study examines how homosexuals are referred to in Swedish language newspapers *Dagens Nyheter* (Stockholm, Sweden) and *Hufvudstadsbladet* (Helsinki, Finland) in a material from 2013 and 2014. The main finding is that the generic reference to homosexual persons most often includes men, but excludes women. The newspapers refer to homosexuals as being mostly men, foremost by referring to generic homosexuality in male terms. This especially applies to texts referring to homosexuals and homosexuality generally, for example when arguing for human rights issues.

The Swedish dictionary *Svensk ordbok* (2009, page 774) recommends the noun *flata* for a female homosexual and the noun *bög* for a male homosexual. These nouns are recommended instead of the adjective *homosexuell*—because they are real nouns. Especially in compound nouns also *gay* is used and can be interpreted as referring to both men and women, but is primarily understood as referring to homosexual men only.

The newspaper material consists of both the news genre and opinion genres such as

columns and editorials. (The naming of persons newspapers refer to as homosexuals mostly exclude other groups of sexualities than the dichotomist division of people into either heterosexuals or homosexuals, as well as into either men or women.)

**Thematic session 08:**

## **MEDIA AND (GENDER) REPRESENTATIONS**

Friday, 20

16:00 – 17:30

Local: ICS Lab 006

**Chair: Paula Lobo** | Journalism and Media Research Centre, Portugal

### ***Journalistic Ethics and Women's Representation in Sports Journalism: A Sports Section Analysis from Folha de São Paulo Newspaper***

**Daniele Savietto Filippini** | University of Coimbra, Portugal

The present work aims to reflect about the absence of women in newspapers at the sports section, in view of the stereotypical representation subjacent. This aspect sustains the hegemonic speech that supports the male dominance on some public areas. The study is centred on the content of Folha de São Paulo's sports section. It is a exploratory research, which comprises the quantitative and qualitative manner, and have as object the content of Folha de São Paulo's sports section.

Journalism represents an important window to the world, being responsible for transmitting all that may be of general interest and may affect in some way the lives of people. It is also responsible for contributing to the perpetuation of speech, whether positive or not, and has the power to bring new discussions on the public agenda, while being influenced by and influencing the world.

The newspaper Folha de São Paulo shows a clear exclusion of games played by female athletes, when isn't made in unethical and pejorative way, helping to strengthen the speech that the role of women still remains about being beautiful for men and stay centred in homecare burdens. They need a new media discourse that is able to influence and build a new relationship that will contribute to building a truly egalitarian society between men and women.

### ***Reframing the Question of Female Credibility in Sports Casting: An Application of Feminist Standpoint Theory***

**Amanda Frank**, Nazarbayev University, Kazakhstan

This paper is an investigation of the methods that are used to analyse female credibility through the lens of feminist standpoint theory (Harding, 1986; 1991). The proposal of this paper is that studies will not explain the credibility of a female sports caster accurately if the feminine standpoint is not accounted for. In order to demonstrate this, this paper investigates the variety of methods of a study on the credibility of female sport casters (Wilkes, 2011; Gunther, 2011). This study was selected because it uses both quantitative and qualitative methods to investigate female credibility in sports casting. Studies conducted and pertaining to the female experience should be centred from the female experience, which is one of the fundamental components of feminist standpoint theory. Until the female perspective is the leading perspective being used to evaluate situations where females experience bias, that bias will remain intact (Harding 1986; 1991). The overarching question for which an answer is sought is, does the framing of studies on female discrimination in sport casting perpetuate discrimination, and would a frame using feminist standpoint theory create better knowledge and potentially change a system based in discrimination? The specific research questions that this paper will focus on are; is the Wilkes (2011) study framed with the value of the female perspective at its centre? How could the Wilkes (2011) study be reframed using feminist standpoint theory? How would the reframing of studies, such as the Wilkes (2011), be beneficial to altering discrimination against women in the field of sports casting, and would it be effective? Only at the point where we question the framework that academic studies are conducted within, is it possible to amend the structure where women are discriminated against and allow for the recognition of the importance of the female perspective.

***Global Sisterhood? On the Construction of “White” and “Non-white” Women in Feminist Media. Comparing the Austrian Magazine “An.Schläge” With the German Magazine “Emma”***

**Barbara Metzler** | University of Vienna, Austria

How do feminist media present “white” and “non-white” women? In what context are they debated, and which roles are attributed to them? How are “non-white” women related to “white” women? And how do they relate to men? How do hierarchies and power structures present themselves in this construction? And what differences are made between “non-white” migrant women, refugees and “non-white” women who live outside of the global North?

This paper will discuss and try to answer these questions using an exemplary discourse analysis of one volume (2012) of the Austrian feminist magazine “an.schläge” as well as one volume (2012) of the German magazine “Emma”. The theoretical background of the paper is based on Critical Whiteness Studies and rudiments of postcolonial feminist theories. The magazines are used as research foundation because they provide two advantages: On the one hand, both of them deal with a wide variety of topics and therefore offer, at least in principle, a broad spectrum for representation of “white” and “non-white” women and how they are constructed. On the other hand, these magazines are published regularly, which provides not only certain continuity but also publicity outside the scientific

community.

Researching this topic is relevant because of two major points: First, there has not been a lot of research done on the topic of how “white” and “non-white” women are represented in Media studies (usually studies are asking how women are represented as a whole). It is so far limited on a small area that does not include feminist publications. Secondly, this analysis offers the possibility for further discussion on whether feminist theories are compatible with multiculturalism or even transculturalism.

### ***Media Picture of LGBT People in Serbia-case Study "Parada" Movie***

**Smiljana Milinkov** | University of Novi Sad, Serbia

**Ksenija Pavkov** | University of Novi Sad, Serbia

In extended process of transition from socialist to liberal-capitalist system in Serbia, there is no public consensus on important issue concerning the state, political and ethical structure. This includes human rights and freedom issues, especially the rights of LGBT people. In public discourse, this topic becomes visible only after the fall of Slobodan Milosevic in year 2000. and is usually formulated as a political issue or a condition for joining the European Union.

This paper analyses the media coverage of sexual minorities in Serbia, and the research method used was analysis of media content, based on qualitative and quantitative analysis of media discourse. Media texts from October 2012. were analysed, and this was a time when Pride Parade was supposed to hold. Parade was prohibited for security reasons, as explained by the Serbian authorities. The analysis results show that the media content on LGBT are mainly based on reporting from daily events, politicians statements are dominant, and there are no analytical journalism. It was also noted that media rarely leads with general principle of respect for human rights, and the media content mainly reproduce patriarchal relations where public interest is subordinated to the interests of those in power, especially religious and political elite.

As a case study of stereotypes of sexual minorities, movie "Parada" by Srdjan Dragojevic was analysed. "Parada" is the first mainstream movie in Serbia, which is entirely devoted to LGBT issues. Immediate idea of the film is to promote the rights of LGBT persons, but by careful analysis, stereotyped patterns of presentation and positioning of subjects, and reproduction of binary opposition " gay " vs. " straight " were loaded again. Despite remarkable commercial success, movie received good reviews and several awards and hasn't been a topic of academic research, so far.

### ***Celebration vs. Objectification: Exploring the significance of femininity in representations of women's waged work in Canadian newspapers during the Second World War***

**Tracy Moniz** | Mount Saint Vincent University, Canada

Through a content analysis of commercial and labour newspapers in Canada, this paper examines representations of women's wage labour during the Second World War to understand how gender roles were constructed and negotiated in the news.

Women offered the only solution to Canada's wartime labour shortages, and so women's participation in the paid workforce more than doubled throughout the war. More women were employed outside the home than ever before in Canada. The mobilization and subsequent influx of women into the workforce resulted in ambiguity and confusion over women's 'proper' role in society and, with that, presented a challenge to stereotypical values about women and the traditional sexual division of labour which kept women in the private sphere of the home and out of the public-sphere workforce.

Using a critical feminist analysis, this paper considers the significance of femininity in framing women's waged work in a way that reinforced traditional values about women and their labour and upheld the patriarchal norm. News in the commercial and labour press prioritized gender, not labour, consistently representing working women in terms of private-sphere, gendered roles regardless of—or rather, as this paper argues, precisely because of—their public role as wage labourers. What appeared on the surface as celebratory coverage in fact reinforced gender stereotypes and, in the process, marginalized female wage labourers by reducing them to hyper-feminine objects.

Despite women's unprecedented participation in the workforce, the patriarchal status quo remained unchallenged in the news, resulting in coverage that did not convey the political economic and social relevance of this period in women's history. This, in turn, raises questions about the scholarly implications of using such historical media as a chronicle from which to write about women's wartime history and calls for historical scholarship today that more fully and equitably captures women's experiences.

**Thematic session 09:**

## **TRANSFORMATIONAL MEDIA**

Friday, 20

16:00 – 17:30

Local: Engineering Auditorium II

**Chair: João Manuel Oliveira** | University Institute of Lisbon, Portugal

***A New Deliberative Space: Understanding the Gender of Gezi Protest***

**Sevgi Ucan Cubukcu** | Istanbul University, Turkey

**Özgür Kaymak** | Istanbul University, Turkey



Gezi Park protest, which can be considered as the most important opposition movement in the Turkey's political and social history, constitutes a very rich content subject to reviews in many ways. In this study we are going to answer to the question "does Gezi Protest have a gender?" over the format, tools and the meaning of the language used that emerged from the instinctively and unexpectedly structure of the Gezi Protest.

The common denominator of the Gezi Protest; consisting of many different identity, ethnic identity, sexual identity or preference, belief, class, race, age, education level whether organized or unorganized, is the criticisms directed to the ruling political party and democratic rights and demands. In many areas extending from public space to the private sphere, does the language and discourse of the protests contain a sexist code those that target the homogeneous, patriarchal arrangements and policies that faces an individuals everyday life? Besides to that, is there any sign of a non-sexist language and discourse? Gezi protest which can be defined as a rebellion to any kind of sovereignty and inequality, does also targets the sexual hierarchy? If it does, is there a possibility for a non-sexist language and criticism?

In our study, looking for the answers to those questions, main materials that we will be used are, resulting from the manifestation of Gezi protest, graffitis, facebook, tweeter, banners, e-mails, blogs, visual and written press, published texts, images and speeches. The main feature of our material is not about on and about the Gezi Protest, instead it is the text and impressions that make up itself. The main purpose of the study is that the protest, as a civic performance, which demands respect for equality and disparities whether has a potential to form a language and relationship free from sexism.

### ***Gender and Visual Arts Education***

**Nadine Plateau** | SOPHIA – Belgian Coordination Network for Gender Studies, Belgium

**Rita van Gool** | Netherlands Council of Women, Belgium

This paper deals with a project, which has been carried out by a Belgian NGO (Elles tourment/Dames draaien) since 2008 in the context of their annual Women's film festival in Brussels. The project aims at sensitizing professors and students of visual arts schools in Belgium to the issue of gender. It consists in awarding a Prize called Cinégalité in French and CinemaGelijk in Dutch, which rewards a male or female student for a film proposing a non-stereotyped innovative gender perspective. We will shortly describe the Belgian context using the few available quantitative data, which allow us to problematize the issue (higher percentage of female students in audio-visual high schools, fewer projects submitted by women filmmakers and smaller percentage of the total amount of funding allocated to women's projects). As far as education is concerned, it is characterized by lack of insight into the historical exclusion of women and lack of encouragement of female students. We will then address the issue of the important part a feminist NGO can play in challenging the «between-men culture». The project presented can be considered as

a «feminist intervention in culture», an experiment in challenging the established norms in the film sector and integrating women's terms in a real common culture. Thus we will give an overview of the different phases of the annual project and of its evolution: briefing the Visual Art Schools (direction, professors, students), choosing the members of the jury, selecting the films that can be nominated to the Prize, organizing the ceremony and follow up. And we will eventually discuss the main issue of who we succeeded/ did not succeed to reach in the course of these 5 years and whether we managed to have those persons take the gender issue into account.

***The All-seeing Eye and Female Bodies: the Reconstruction of Gender through the Medium of Photography in the Works of Barbara Kruger, Cindy Sherman and Orlan***

**Panayiota Chrysochou** | University of Cyprus, Cyprus

My paper seeks to explore the interlinks between gender and photography and how the former is mediated through the latter in the works of diverse female artists and performers such as Barbara Kruger, Orlan and Cindy Sherman, who use the female and the gendered body in order to produce ad-scapes and photographs which bespeak the suture between the 'femaleness' of identity and the traditional and stereotypical notion of female and aesthetic beauty as it is valorised and canonised in the West. The photographs themselves serve as an instance of the commodification of desire in consumerist culture at the same time as they exemplify an attempt to undermine phallogocentric discourse and the objectifying and 'penetrating' male gaze. In the same way as commodities, the photographs and ad-scapes grab our attention as viewers and attempt to implicate us in the dynamic tensions which they undoubtedly set up between the female body and the viewer's gaze. By drawing on theorists such as Derrida and the work of Cadava, Benjamin, Barthes and Sontag on the photograph, amongst others, I hope to show that although such photographic representations can, on the one hand, be extremely empowering and engaging in light of the various provocative issues they raise in relation to gender and the female body, they also serve – and paradoxically so – to not only freeze the female body in a kind of temporal death or deadlock by placing it into and within the photographic frame, but to also stultify discourse around the gendered body by locking it into a conceptual framework or medium which can only be made effective through reciprocal (for the most part male) gazes and exchanges.

***Subaltern Subjectivities and Subcultures. A Case Study in the City of Puebla***

**María Arteaga-Villamil** | University of Barcelona, Spain

This article is centred to study in a deep way the production and reproduction of the adolescent female subjectivity in our contemporary context. Through the analysis of the discussions obtained from a focus group of adolescents in Puebla City (Mexico),

we observe how these stages unveil a social reality full of conditionings and subjectivities, which are both structured and structuring.

We notice how the definition of their subjectivity is marked by social-parental discourses, which related to the class and the gender, it help us to understand the logic of power relationships that these adolescents face in their everyday life. Also, we see that given the nature of the family structure and the long duration of the parents workday, the adolescents in this study redefine their subjectivity from two aspects, first, through the participation in a kind of subculture; secondly, from the strong and close communication that they maintain with each other via social media.

We find how this alleged rebellion expresses itself within the class and gender conflicts around the group and how the subculture is permeated by the capitalist mode of production, which defining it and transforming it to insert it into the consumer capitalism.

Despite the reprehensible that may result the mere aesthetic group interaction, we observe how the socialization concerning to their interests and their behaviors is surrounded by its extensive chatting in social media. By this we notice how through the assistance of such networks, the adolescents get an additional opportunity to support and security in the construction of their identity in front of the rest of the society.

### ***The Role of Media Regulation against Gender Discrimination in the Media***

**Carla Martins** | Regulatory Authority for the Media, Portugal

**Maria Alexandra Figueiredo** | Regulatory Authority for the Media, Portugal

It has long been acknowledged the importance of media in the public sphere as a privileged forum for debate, forming opinions and as a mirror of social diversity. In this sense the debate on the role of media in promoting equality between women and men and eliminating gender stereotypes has been assuming relevance in national and international agendas.

Media regulators' have also been more aware of the significance of the analysis and monitoring of topics related to gender issues having in mind the goal of promoting policies favourable to the dissipation of unequal treatment of men and women and gender-based stereotypes conveyed by the media.

The Regulatory Authority for the Media (ERC) regularly states its position regarding national (including the National Plan on Gender Equality) and international actions (in particular at the Mediterranean Network of Regulatory Authorities - RIRM - and the European Platform of Regulatory Authorities - EPRA) centred on the fight against gender discrimination.

Although having no direct powers in this context, ERC, in compliance with legal and institutional arrangements, is developing a line of action which aims to address these concerns and that will be organized into three main areas:

1. Monitoring of daily and non-daily television information;
2. Analysis of the journalistic treatment of gender violence in television news;

3. Adoption, whenever possible, of a gender perspective in the analysis of complaints relating to commercial advertising, fiction and entertainment programs.

The purpose of the present paper is to frame this line of action through which ERC embraces and embodies public policies addressing the promotion of gender equality that are acquiring increased national and international relevance.

**Thematic session 10:**

## **GENDER AND FICTION**

Friday, 20

16:00 – 17:30

Local: ICS Atos Room

**Chair: Tonny Krijnen** | Erasmus University Rotterdam, Netherlands

### ***Gender in the Reception of TV Fiction: An Empirical Investigation Amongst French Students***

**Laetitia Biscarrat** | University of Saint-Etienne, France

This paper presents the results from an empirical investigation conducted since October 2013. The material is composed of 28 exploratory interviews conducted among a population of French students, both male and female. In order to facilitate the freedom of speech of the students, interviews were conducted, under my supervision, by students from the department of Media Studies at the University of Saint-Etienne, France. This strategy proved useful to make easier the delivery of a speech about their social practice, watching TV series, strongly intertwined with both public life and intimacy.

Two questions were raised. First, from an ethnographic standpoint (Ang, 1985), we aimed at questioning the gendered dimension of the audiences' practices, from the choice of drama to the interactional dimension of reception. Secondly, our goal was to question the application step of the interpretation process (Lacalle, 2012). In order to avoid the risks of reifying the audience (Livingstone, 1998), we focused in this part on the discourse conveyed by the viewers about stereotypes.

The results highlight that reception practices are gender-mixed: viewing is not directly linked to viewers' gender. Female and male viewers rely on the same practices, i.e. watching alone and then discussing it with friends. The only difference relies on the regimes of values (Sellier) attributed to the shows. Girls would watch more soap operas and sentimental fictions than boys. Previously revealed by feminists approaches to popular culture (Brunsdon, 2000), this trend is articulated to a feminine discourse upon their practices that undermines their viewing activities. It highlights that watching TV is anchored in a social space that is organized by gender.

As for the second part of the investigation, dealing with stereotypes, we identified 4 discourses, coinciding with different levels of understanding of stereotypes:

1. Complex understanding: perception of stereotypes as inequalities and power relationships
2. Implicit recognition of women as a minority: perception of female stereotypes only
3. Legitimizing stereotypes: perception of stereotypes as necessary narrative tools
4. Denial: non-perception of stereotypes

### ***Deconstructing Gender Stereotypes in Television Series: A Case Study of HBO's the Newsroom***

**Flavia Hasselmann** | University of Coimbra, Portugal

Nowadays television still holds the position of most consumed medium for entertainment in the world. Scholars state that it is known to entertain its audience by blurring and deconstructing the boundaries between reality and fiction, through specific narrative strategies that lead to an ever more fragmented and non-linear reception of its messages.

It constructs and disseminates ideologies such as representations of our patriarchal society, tainted by women's inferior roles both in the private and public spheres, disguised as entertainment programs. This article studies how women are still being stereotyped in television shows, analysing through feminist critical theories of mass media the characterization of women in HBO's show *The Newsroom*, which depicts the everyday life of a contemporary television newsroom in New York. Although the female characters are all successful media professionals, they are presented as insecure, clumsy, hypersensitive, sexually objectified women who strive to keep personal and professional lives separated. The goal of this study is therefore to discuss alternative ways of representing women in the media deconstructing sexist stereotypes that perpetuate gender exclusion in our society.

### ***Un-African? Representations of Homosexuality in Two Contemporary Nigerian Films***

**Frida Lyonga** | University of Basel, Switzerland

In more than two-thirds of African countries, homosexuality is a grave cultural taboo, which is subject to a penalty that may range from fines, to public flogging, to imprisonment or death, depending on the specific country. This criminalization of homosexuality and the intense societal homophobia associated with it has forced most gays and lesbians in Africa to live in the closet. Though invisible in day-to-day social life in Africa, homosexuality is increasingly gaining visibility in African films, for example in Nigerian cinema (Nollywood) – Africa's largest movie industry. This paper

analyses how two Nollywood films namely, 'Men in Love' and 'Rag Tag' represent homosexuality. Using the concepts of transnationality and stereotype as analytical frameworks, the paper brings out marked differences in how the two films represent homosexuality in relation to Africa. The film 'Men in Love' reproduces predominant negative stereotypes on homosexuality by portraying homosexuality as a demonic or satanic influence that is tied to a licentious lifestyle. The film 'Rag Tag', which is more transnational in orientation, radically challenges negative same-sex stereotyping, as it represents homosexuality on equal level with heterosexuality: that is, as a relationship that can be grounded on strong love and respect.

### ***What do People in the media do with the media? Girls on popular talent shows***

**Claudia Wegener** | Konrad Wolf Academy of Film and Television, Germany

**Alexander Rihl** | Konrad Wolf Academy of Film and Television, Germany

New formats of television do not approach viewers as mere recipients. They also call on people to join in, thus allowing the audience to become active participants. This is particularly evident with the internationally successful talent shows, which rely on the participation of the audience and are indeed able to motivate it to do so. While the reception of reality television is now widely researched, participation in it remains a research desideratum. There are only isolated studies in the literature that question the motives and expectations of those who actively participate in these television shows. It is this aspect that the present study takes up. It uses the example of the talent formats "Germany's Next Top Model" and "Popstars" to research what motivates the female candidates have for applying for these shows, and by the same token what these are for performing on television. A total of 133 participants were surveyed in this exploratory, quantitative study. As the results show, the participants do consider the medial conditions of their performance, but all the same they see in it a chance to make their careers a reality and compete in order to assert their own power and success.

### ***Games Are Going Feminine But the Industry Does Not Know It: Gender Representation in Digital Games***

**Cátia Ferreira** | Catholic University of Portugal, Portugal

**Carla Ganito** | Catholic University of Portugal, Portugal

Digital games are cultural representations that convey the gender system. The digital media made available new modes of production and access, new business models, and new cultural narratives, but to what extent did it transformed gender representation?

The first digital games appeared in the late 1960s based on military technology. The video game industry began to assert itself in the 1970s and the majority of its workers were male. Despite the evolution of gender equity in this sector, we would

like to evince that this continues to be a masculine sector – men control most of the production and it seems to be oriented towards the stereotype that sees technology as being masculine. Nevertheless, we would also like to propose that games are going feminine, but the industry seems not to notice it.

Due to the growing importance of digital games for the contemporary entertainment practices, it becomes increasingly necessary to understand them as interactive media that offer players the ability to feel immersed within an alternative space, where the constraints of being human can be mitigated. And if there is an alternative dimension for human experience, one must understand gender in light of this new context and the negotiations that take place in it.

Based on an qualitative analysis of the narratives of gender that have shaped the gaming industry since the 1980s, this paper aims at understanding how gender representations have evolved along with the digital games industry. How has been characterized the representation of the feminine in different types of games? Has this representation been conditioned by the fact that this still is a markedly masculine industry? What role has the industry taken in the negotiation of gender representation? Is the change in digital games audience visible in more recent titles? These are some of the questions, which we aim to answer in this paper.

### ***The new 'domestic woman' and television dramas in japan***

**Novella Gremigni** | University of London, UK

After the 1990s economic bubble burst and a two-decades long recession, labour deregulations have helped an increasingly growing number of women enter the workforce in Japan. However, despite the rise in employment, the majority of women must interrupt work to become full-time housewives during their childrearing years, often to reenter the workforce as underpaid part-time employees. In contemporary Japanese television dramas, the widely represented “professional housewife” of the long gone affluent years, has been slowly replaced by a new “domestic heroine”, who often talks the language of self-discovery and personal growth, and who is struggling for her own sense of purpose, her self-esteem and personal development.

This paper is going to explore how in the process of polishing their own individuality, these new mediated housewives gradually learn how to acquire what they need, discover a way to find their own sense of self and pride, but more importantly, they learn how to “make do” in recessionary Japan.

**Thematic session 11:**

**GENDER AND ADVERTISING II**

Saturday, 21

8:30 – 10:00

Local: IE Room 009

**Chair: Silvana Mota-Ribeiro** | University of Minho, Portugal

***Sex-Role Stereotyping and Sex Discrimination Regulation in Advertising: The Belgian Case***

**Yaiza Janssens** | Ghent University, Belgium

Sexism and gender stereotypes in advertising are influential factors in the perpetuation of traditional role patterns. They infringe on the principle of non-discrimination and they impede equality. Laws and regulations can be means to eliminate gender bias, to censor images and to define right and wrong. The persistent sexism in advertising invites us to question the potential role of laws and regulations in this field. How can they help us to demarcate the boundaries between a right and a wrong use of gender images, how do they define sexism?

These questions had not yet been asked yet for the Belgian case. Belgium does not have specific legislation against sex-discriminative advertising. The general legislation on (in)direct discrimination has never been applied to cases of sexism in advertising, so it remains unclear as to whether it is applicable in this context. At present, the 'Jury for Ethical Practices in Advertising (JEP)' monitors the boundaries of what is permissible in advertising through a system of self-regulation. The Jury, founded in 1979, consisted until 2008 only of advertisers. Since then, also representatives from civil society have been part of the Jury. In the Belgian advertising codes, the notion of equality between women and men is not explicitly stated anywhere and the term sexism is not present in the code. Nevertheless, on average fourteen ads against which a complaint was filed by a consumer because of its gender-unfriendly character are examined every year.

Analysing these decisions from a gender perspective and checking them against a working definition of sexism, I will investigate whether and how the Jury gives meaning to sexism and gender and if they effectively deconstruct gender roles. Another important question is whether the Jury has become more sensitive to the gender-unfriendly nature of advertising since the change in its composition in 2008.

***Perfume Advertisements and Their Manipulation of the Female Body***

**Meriam Achemlal** | University Mohammed 1st Oujda, Morocco

Mass media has contributed to the large increase in the number of advertisements all over the world and in all types of products that could be advertised. Over the last few years, companies have strived to gain a wide audience through advertisement to sell their commodities more and more. Women have become an essential component and a tool that advertisers use to attract the spectator's attention,



especially the male viewer. Perfume ads are considered among the ads that extremely use the female body, through scenes of beauty and sexual appeals, which make the spectator enter a world of dreams, charm and lust. In this paper, I aim to analyse perfume ads from different brands and their manipulation of the female body to create a sort of scopophilic and voyeuristic desire in the spectator's psyche. Using a feminist and media approach, I'll prove that these ads are double-edged, since they affect both male and female, but in different ways. On the one hand, the ideal image of women given by advertisers awakens a desire inside the female psyche, and arises her needs to become the ideal woman, in terms of physical appearance and attraction. On the other hand, this same ideal image creates a sexual desire in the male psyche and makes him request and crave this perfect woman who does not exist in the real world; it rather exists in the virtual one.

The main questions that I am going to answer in my paper are: How does the use of the female body in perfume ads serve the lucrative purpose and the agenda of the advertising companies' owners? To what extent do perfume ads affect the consumer's choice? Is there any effect of the society's needs on advertisers' choice of ads? What are the mental and emotional effects of the use of the female body in perfume ads on both the female and the male audience?

### ***Sexist Advertisement, Gender and Micromachisms Acceptance***

**Roberto Martinez-Pecino** | University of Sevilla, Spain

**Mercedes Duran** | University of Sevilla, Spain

**Fernando Moreno Vela** | University of Sevilla, Spain

Micromachisms refer to subtle and frequent violent behaviours that are not easily discernible and exercised within intimate partner context to maintain a position of privilege and superiority of men over women.

The media in general and advertising in particular, can promote the establishment and maintenance of social roles and stereotypes such as those related to gender. In this case advertising can contribute to maintain beliefs about traditional roles and stereotypes that show the superiority of men versus women.

In this study we analyse the influence of advertisement and participants' gender on the level of micromachisms acceptance in the context of intimate partner relationships.

Participants in the study were organized into two groups. One group was exposed to images of sexist ads, the other was exposed to ad images with neutral content regarding gender. Afterwards the level of micromachisms was assessed by a questionnaire.

The results showed the influence of the type of advertisement (sexist vs neutral) and gender on the level of acceptance micromachisms. Higher levels of micromachisms were found in males and in participants exposed to sexist ads.

## ***Gender, Violence and Media: How Sexist Advertising Influences Social Reactions towards Victims of Sexual Assault***

**Mercedes Duran** | University of Sevilla, Spain

**Roberto Martinez-Pecino** | University of Sevilla, Spain

Sexual violence acts often occur, with rape constituting the most serious assault against women's rights and freedom. Research on the social perception of rape has shown a frequent pattern of blaming the victim and exonerating the perpetrator. Many factors seem to influence this distorted perception of the crime, for example rape myth acceptance or sexist ideology, which contribute to make violence against women invisible to society. At this point, research suggests studying variables that can influence these ideological variables, for example the information presented in the media. There has been an increase of sexist advertising in the media focused on selling products however the danger of launching these marketing campaigns which damage women's rights and denigrate them has been underestimated. This study aimed to assess the influence that sexist advertising has over: a) participant's rape myths acceptance; b) social reactions towards both the victims and the attackers of news about sexual assault. Additionally the effect of gender over the victim-attacker shares of responsibility was also studied. Spanish undergraduate students of both sexes, from the University of Seville, took part in this research. Results showed that the participants who were exposed to the sexist pictures attributed a greater responsibility for the sexual assault to the victim and exonerated the perpetrator to a larger extent than the participants who had been exposed to neutral pictures. Also, rape myths acceptance and gender influenced participants' reactions towards victim and perpetrator. This study shows the power of sexist advertising over the social perception of sexual violence in our society.

## ***Mothers, Daughters and Body Image: Mother-Daughter Discourse on Beauty and Body in Dove Israel Campaign***

**Einat Lachover** | Sapir Academic College, Israel

**Sigal Barak-Brandt** | Tel Aviv University, Israel

In 2013 Unilever-Israel, owner of the Dove brand of personal beauty products, launched a new campaign calling for discourse between mothers and their adolescent daughters on the topic of self-esteem and body image. The campaign, conducted on two Internet content platforms that appeal to women, was part of the global Campaign for Real Beauty. Current studies claim that this campaign in effect serves to reinforce the hegemony of the depressing ideology of female beauty in order to encourage the purchase of beauty products and increase the corporation's profits. Yet because the current campaign is based upon the discourse of "real" mothers and daughters, it sharpens the focus on the following questions: What messages is the campaign sending to mothers and girls with respect to their outer appearance? To what extent does the campaign assign significance to the mother as agent and to the mother-daughter relationship in the development of girls'

perceptions of themselves? All the items published on the two on-line sites were analysed by discourse analysis.

The research findings show that the discourse is multidimensional and often expresses conflicting messages. The discourse underscores the negative impact of the media and the myth of beauty on girls and women. It adopts a natural perspective with respect to beauty in their lives and presents their involvement with body image as central and essential. On the other hand, the discourse in the campaign also exposed the strength of girls and women in the face of pressures exerted by a culture that aggrandizes female beauty. The campaign discourse showed the girls to be active social-players and critics of hegemonic messages regarding female beauty. With respect to mother-daughter relations, the campaign stresses that girls learn from the model set by their mothers. Thus the campaign empowers the mothers regarding this central role allocated to them.

**Thematic session 12:**

## **GENDER AND DIGITAL MEDIA I**

Saturday, 21

8:30 – 10:00

Local: IE Room 0010

**Chair: Daniel Cardoso** | New University of Lisbon & Lusophone University of Humanities and Technologies, Portugal

### ***Digital Debates: How Black Women Web Activists' Intersectional Critique of Popular Culture Challenges the Hegemonic Narrative of Mainstream Feminism***

**Marly Pierre-Louis** | Marly at Large, Netherlands

The question of intersectional feminism has recently enjoyed a surge of public debate on the web, sparked by agitation by Black women bloggers and web activists such as Mikki Kendall using Twitter hashtags and blog posts. This has created a space of rigorous debate for exposing long held resentments and tensions within the mainstream feminist movement.

The literature has yet to explore the impacts of digital debates on intersectionality and pop culture events. My paper looks at the opportunities of the democratic space created by the web where Black women - long silenced in public debate and in the feminist movement - can create robust discourse that explores and shapes what a modern intersectional feminist movement could look like with special attention to Black women's sexuality.

Specifically, in my paper I will juxtapose white feminists' responses against those of Black feminists' surrounding the viral hashtag #solidarityisforwhitewomen, Miley Cyrus' "We Can't Stop" music video, her 2013 Video Music Award performance, and Beyonce's 2013 self titled album. This analysis will reveal the unexplored territory of

Black women's use of the web to reclaim their agency through the use of a previously ignored intersectional lens in the critique of pop culture.

I argue that Black feminists on the web disrupt instances of erasure and silencing of Black women's experiences by inserting intersectional discourse. Additionally, I will argue that mainstream discussions on the web around pop culture events provide new opportunities for Black feminist critique. In conclusion, this paper, by closely examining the demand for intersectionality presented by #solidarityisforwhitewomen, and the Twitter and blog debates surrounding the sexuality and feminist credentials of Miley Cyrus and Beyonce, sheds light on the untapped political and social power of Black women web activists and the revolutionary applications of the internet.

### ***Women and Digital Reading: The Gendering of Digital Reading Practices***

**Carla Ganito** | Catholic University of Portugal, Portugal

**Cátia Ferreira** | Catholic University of Portugal, Portugal

Technofeminism theory proposes a relation in which technology is, at the same time, cause and consequence of gender relations (Wajcman, 2004). Technofeminism allows us to take into account women's agency and offer a more complex account of the gendering process, one that incorporates contradiction. The paper proposes to use the lenses of technofeminism to look at digital reading. If society is co-produced with technology, the gender effect cannot be ignored in the design, development, innovation and communication of products such as ereaders and ebooks. The traditional representation of women's use of technology is that they are neither interested nor capable in the field of technology and history keeps repeating as new technologies come to the world. After being initially targeted to young adult male, women are embracing eReaders, tablets, smartphones and ebooks. According to global surveys women are leading on eReaders ownership, closing the gap on tablets, and smartphones are evenly divided between men and women in many regions of the globe.

Based in the research on "Digital Reading and the Transformation of Public Policies and Book Institutions" we aim at analysing the role women play in the uptake of digital reading. The paper provides a quantitative analysis of women's digital reading practices collected through the online survey of 16 countries "Digital Reading: Usage, Attitudes and Practices" (2013). The paper wants to offer new insights to answer how women are defining new developments in the transition from print to digital.

The research is not centred on differences between men and women. Much of the previous research on the gendering of technology has been conducted in comparative terms, women versus men with no provocative insights. This research is centred on women's specific experiences, leaving space for the contradictory effects and meanings for different groups of women such as older women. So it is not about differences between men and women but about the different meaning of digital reading and its trajectory in women's lives.

## ***Digital Labour - Gender and Online Fan Art***

**Tonny Krijnen** | Erasmus University Rotterdam, Netherlands

With the convergence of mass media, the concept of the active audience has changed rather dramatically. While active still refers to its original meaning of interpretation of the text and the negotiation between text and reader, active has also come to refer to ideas such as the 'prosumer': the consumer who also produces something (though not necessarily simultaneously to consuming).

At least three academic disciplines focus on this intersection of the consumer and technology: while fan studies concentrates on online fan activities, Uses and Gratifications tell us more about these fans' motivations and feminist STS scholars show how conceptualizations of gender are shaped by technologies. In this study, insights from these three disciplines are integrated to deconstruct gendered discourses on the prosumer and popular culture. The research question is: "How are discourses on fan art gendered?"

For this study fifteen people were interviewed who produced a variety of fan art: fan art inspired by the TV series GLEE, fan trailers inspired by the book 50 Shades of Grey, and slash videos inspired by a variety of TV series. Half of the interviewees agreed to be interviewed face to face using Skype, the other half preferred to be interviewed via email. The oral interviews were transcribed. All interviews were analysed using an approach based on grounded theory, employing the three coding phases, open, axial and selective coding.

The results of the analysis indicate that gendered character of technology itself is part of the explanation of gendered differences in who produces what kind of fan art and why. I will argue that old articulations of gendered technology are reiterated by new technologies and have important repercussions for who produces what in the world of fan art.

## ***Unicorn in the Local Garden: Print and Digital Media for Advocacy against Gender Violence***

**Naina Athalye** | Holistic Child Development India, India

Violence against women and girl children has received widespread media attention especially after the rape and death of the young woman in Delhi in 2012. The paper presents themes on violence against women and girl children reported in the digital and print media between 24th November to 10th December 2013 and early November 2013. The hypothesis that what is visible receives more attention is tested for reporting on recurring themes, discourses on gender, violence against women and girl children and children. The use of social networking sites to explore issues of violence and such topics as the digitalization of women poets and artists was also included in the study. The study discusses whether media for advocacy of women's rights can become a reality or is it a mere myth in India, where the trend in reporting stories of only violence by newsprint particularly terrorize women further and dilute their efforts for empowerment and subdue their energies.

The findings reveal more reports in newsprint of gory violence and crime as compared to fewer debates, discourses by civil society groups, scholars, editorials that will influence attitude change or can bring in corrective action by civil society acting which act as pressure groups especially in the case of dispensing legal justice in Indian courts.

Missing were stories of best practices about women gaining reliefs from courts of law or women's personal testimonials of pain and shame that may prove valuable tools for attitude change.

The findings are further discussed with reference to theories about media, perception and attitude change with a special focus on India and Asians.

A survey was conducted on people's preference for media. Recommendations are made to encourage a mindful, responsible and accountable media that will influence civil society groups to protect and promote gender rights and justice.

### ***Luchadoras, Stories of Empowerment Delivered through New Technologies***

**Lourdes Barrera** | Rompeviento TV, Mexico

The historical discrimination against women around the world is not only expressed by the limits on the enjoyment of human rights, but also through discrimination in public discourse by the limited production and distribution of contents both on women's rights issues, and the stories on organized women directed to change the prevailing gender order, from the community to the international level.

"Luchadoras" (fighter women) is an online TV show released in Mexico and broadcasted by Rompeviento TV in 2012, an independent online TV channel powered by the internet and social networks to build alternative channels of information about contents often marginalized from the mainstream media. "Luchadoras" seeks to counter the lack of recognition of women's rights issues and to portray women as change agents, by interviewing women human right defenders, researchers, activists, journalists and artists, making use of social networks, internet and new technologies.

With the tag line "Revolutions are made every day", "Luchadoras celebrates the legacy and the fight of women, recognizing the transformative and multiplier power that lies in socializing experiences of organized women, that counteract hegemonic narratives about women and constitute autonomous accounts of empowerment. This paper will review the experience of "Luchadoras" based on its more than seventy episodes by the end of 2013, reflecting on the accounts of guests on the show, their stories and perceptions about their participation on the show and also audience reactions.

**Thematic session 13:**

**MEDIA AND VIOLENCE II**

Saturday, 21

8:30 – 10:00

Local: IE Room 0020

**Chair: Emília Fernandes** | University of Minho, Portugal

***Social Discourses About Crime and Violence Against LGBT People in the Media***

**Rita Conde Dias** | University of Minho, Portugal

**Helena Grangeia** | University Institute of Maia, Portugal

**Daniela Araújo** | University Institute of Maia, Portugal

This study is based on a qualitative and exploratory oriented approach, in order to understand the social discourses about crime and violence against Lesbian Gay Bisexual and Transgendered (LGBT) people in the media. More specifically, it aims to identify and analyze how the media describe the crimes and violence, its context of occurrence, its victims and perpetrators, as well as the responses and the resources available to victims. In this sense, we collect all the news about crimes and violence against LGBT people of the Newspapers “Correio da Manhã” and “Jornal de Notícias”, resulting in 46 articles news. The results indicate that crime and violence against LGBT persons are described under two main groups: (i) "Passionate Crimes", in the context of domestic violence, (ii) and "homophobic hate crimes", homophobic assaults resulting from the intolerance with different sexual orientations. Passionate crimes are the most reported and intimate relational context appears as the privileged context for their occurrence. The victims are described as partners, ex-partners or sexual partners, and mostly male. The perpetrators are also described as being male, with a history of alcohol or drug problems and aggression. The answers and the resources available to victims are not emphasized. We conclude and discuss the relational construction of crime and victimization and perpetration as being predominantly male. LGBT associations arise as a resource for dealing with violence.

***Into Media Eyes: Is Violence Against Women Treated as a Human Rights Violation?***

**Brenda Fernandes** | Federal Institute for Education, Science and Technology of Rio Grande do Norte, Brazil

**Carla Cerqueira** | University of Minho, Portugal

The idea that everyday violence against women is a human rights violation has not been easy to establish (Merry, 2009: 2). Not even the United Nations Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) at Copenhagen in 1980 mentioned violence against women as a priority for action or as a violation of human rights. The first major document recognizing violence against women as a violation of human rights was the UN Declaration on the Elimination of Violence Against Women, a product of the World Conference on Human Rights, held in Vienna in 1993 (Weldon & Htun, 2013: 241). After that, several countries, such as Brazil, have adopted this idea in their national legislation. In 2006, Brazilian federal law n. 11.340, also known as “Maria da Penha” Law, established that “domestic and family violence against women is a form of human rights violation”. Keeping that in mind, this proposal aims to reflect on the evolution of domestic violence as a human right, through the analysis of news coverage of violence involving public persons in the last ten years. For this, cases of violence against women, widely reported by media, in three different countries will be analyzed. Will be used as the central case for the present study the most recent one occurred in Portugal, publicized in the last months of 2013: Manuel Maria Carrilho x Bárbara Guimarães. Cases involving famous people in Brazil and in the United States will also be analysed. This is a comparative study, grounded in content analysis, seeking to examine in transnational context, how press deals with the phenomenon of crime in domestic relations when famous people are involved.

### ***"There's No Blonde Woman": Comparing Two Domestic Violence Media Campaigns***

**Bailey Gerrits** | Queen's University, Canada

To address Alberta's high rates of domestic violence, public organizations like the Government of Alberta and the Edmonton Police Service have created awareness campaigns. The Government of Alberta released the 'Hand Over Mouth' campaign in 2006. Six years later, in 2012, the Edmonton Police Service released a more graphic illustration of domestic violence that used similar representations, focusing on battered women's faces to communicate awareness. This study compares the two public service ad campaigns through a discourse analysis, revealing that the pictorial choices of both the government and the police activate gendered and racialized imagery to mark the subject of domestic violence. The Government ads also offer two distinct features: one, it locates violence in heteronormative, ethnically homogeneous family units and, two, it holds the viewer solely responsible for stopping the violence. Going beyond a discourse analysis, I interview government ministers, creative directors and staff at the Government of Alberta and at the Edmonton Police Service to uncover the assumptions and objectives that produced the messaging. I pose the following questions: (1) What do these media campaigns communicate about domestic violence? (2) How was the messaging crafted? (3) What are the implications of the communication for public policy? Using a feminist and critical race lens to examine the explicit and implicit intentions behind the campaigns as well as the visual imagery, this study will contribute to the literature on public information campaigns by interrogating both the production and the



discourses and answer substantive questions about how the intended message differs from the discourses produced by the awareness campaigns.

### ***Seeing Things from Inside or from Outside? Approaches on Media Witnessing of Violence Against Women***

**Bruno Souza Leal** | Federal University of Minas Gerais, Brazil

**Elton Antunes** | Federal University of Minas Gerais, Brazil

This article takes the notion of media witnessing in order to approach Brazilian journalistic coverage of crimes against women, specially the so-called “crimes of proximity”. For “crimes of proximity” it is understood that kind of violence against women which occurs within relationships guided by trust, such as those committed by affective-sexual partners or family members (former or current husbands, boyfriends, lovers as well as parents and relatives), and that imply physical and/or psychological, episodic and/or continued damages. Throughout 2013, stories of those crimes were collected from 9 different news media in Brazil. Those news narratives were from local and national media, including daily newspapers, television and radio programs, and web portals.

At least since John Ellis’ seminal book, *Seeing Things*, in the dawn of this century, some communication studies’ researchers have drawn their attention to the review, development and critical evaluation of the concept of media witnessing. Articulating both media – mainly audiovisual – experiencing of the world and strategies of making those mediatic narratives part of the lives of audiences, the notion of media witness dialogues with a long tradition of study of distinct aspects – juridical, epistemological, semiotic, etc., - of “testimony”, which was renewed in the XXth Century by Holocaust’ survivors tragic memories. Taking the figures of seeing things “from inside” or “from outside” – seen by Giorgio Agamben in the Latin tradition of understanding the testimony - as critical tools, this article attempts to analyse journalistic narratives of violence against women in terms of the tension between proximity and distance, presence and absence.

### ***No Honour in Crime: Cross-media Activism Against Murder in the Name of Honour***

**Ebtihal Mahadeen** | University of Edinburgh, UK

Around 20-25 so-called crimes of honour are committed each year in Jordan, largely by men against female relatives who are deemed to have trespassed socio-sexual lines. The crimes are routinely covered by Jordanian media using very specific frames, which do not question the crimes even as they strive to condemn them. By contrast, No Honour in Crime (NHC) is a Jordanian volunteer collective that was formed online in 2008 and aims to fight honour crimes in the country. NHC’s main efforts focus on challenging the predominant definition of honour and on building as

complete a picture as possible of the victims' lives. To do this, the collective utilises multi-media platforms such as a website, email communication, Facebook, Twitter, photography exhibitions, and even plays. The collective collaborates with journalists who have access to information about honour crimes stories to archive the stories and humanise the victims. Approaching the collective as feminist, this paper examines the different ways NHC makes use of media to communicate its message and to connect with its target audience. The paper draws contrasts between mainstream Jordanian media's framing of honour crimes and NHC's alternative framing, which challenges dominant definitions of honour and reconstructs the victims as real human beings.

**Thematic session 14:**

## **MEDIA AND POLITICS II**

Saturday, 21

8:30 – 10:00

Local: IE Room 0021

**Chair: Carla Baptista** | Journalism and Media Research Centre, Portugal

### ***Contexts Appearance of Female Politicians in the Print Media in Serbia***

**Dijana Suboticki** | University of Novi Sad, Serbia

This work represents the analysis of daily and weekly newspaper editions from the gender perspective in order to find the contexts in which the female politicians are represented. The aim of study is to find out if daily newspapers confirm or deny social reality of female politicians in Serbia concerning their appearances in politics, are they informing about female politicians and which attitudes about politicians they support.

I used the quantitative and qualitative method of analysis of media discourse and I have interpreted the contents articles in the following daily newspapers: Politika, Dnevnik, Blic as well as in weekly newspapers: Kikindske novine and Nove kikindske novine. I have focused on newspapers discourse linguistic characteristics in writing about the mentioned themes. The analysis has shown very small number of news articles about female politicians, which has been expected due to our social reality. Most represented genres were informative ones which how the linguistic point of view is characteristics by a reduced linguistics expressiv, and gender sensitive language is rarely used, therefore female politicians are often "invisible" when job positions are mentored.

Having in mind that daily newspapers can and should contribute to promotion of role of a female politicians, as well as influence in forming positive attitudes of readers about female politicians, I give recommendations on how the media how report about them to make them more visible.

## ***Gendering in Political Journalism Behind the Curtains: Journalists' Perspective***

**Liudmila Voronova** | Södertörn University, Sweden

Since the 1960-s, when gender media studies originated, a special attention of gender media scholars has been paid to the different aspects of political communication. "Gendered mediation" (Gidengil and Everitt 1999), or "gendering", of politicians and politics is considered to have a crucial influence both on the voter recognition of female and male candidates, and political participation of women and men. Scholars have provided potential reasons, which can explain the way women and men politicians, as well as the problem of the gender imbalance in political sphere are covered in political journalism (e.g. Braden 1996, Ross 2002, Falk 2008). Despite the media institution (its logic, organization, and individual characteristics of the media producers) being defined as the key "guilty party" of the patterns revealed by the scholars, journalists have remained silent producers of the assumed "gendered mediation".

This paper turns to the political journalists' vision of the (gendered) media portrayal of politicians and politics. Its aim is to explore the reasons of gendering in quality press, as they are conceptualized by political journalists. The study focuses on journalists working in two different cultural and political contexts – in Russia and in Sweden. The choice of the cases is driven by the wish to define the similar and different elements in the journalists' conceptions of the reasons of gendering in different political and cultural contexts, where the two cases work as an illustration of the global tendency of mediatization of politics.

Based on the analytical framework suggested by Hanitzsch (2007), the paper turns to the journalists' conceptions of gendering in relation to their concern of the professional norms and ethical standards, institutional roles, and epistemological beliefs. The concluding discussion links gendering as a component of the national culture of political journalism and the global tendency of mediatization of politics.

## ***Circuits of Power and Desire: The Case of Dominique Strauss-Khan***

**Maria Belen Ordonez** | York University, Canada

The proposed paper traces the public undoing of the International Monetary Fund's (IMF) former head, Dominique Strauss-Khan (DSK). Specifically, I focus on the political surges of desire, power and violence made accessible through international media coverage that both nurtures and ruptures gendered and classed relations. In May of 2011, DSK was forced to resign his post as head of the IMF after being accused of sexually assaulting Nafissatou Diallo, a Guinean immigrant female worker, living in New York City. Charges were dropped on August 2011 after DSK's legal team proceeded to launch a character investigation of Diallo, which temporarily discredited her accusations against the former IMF leader. Nevertheless, and despite the media frenzy, Diallo launched a civil law suit against DSK for sexual assault and on December 10, 2012, charges of sexual assault were financially

settled out of court.

To obstruct a discourse of rape, DSK insisted that his encounter with Diallo was consensual and he attempted to shield himself with privileges of diplomatic immunity, afforded to heads of specialized agencies such as the IMF. The paper follows DSK's refusal of guilt in the media as a derivative of a neo liberal and colonial logic that takes for granted the unlimited access to goods and services for the most privileged citizens of the world. Sexual assault charges (and effective evasions) sparked both criticism and support in a range of public sites. For example, it stirred New York City female hotel workers to denounce and protest precarious working conditions that catered to those in positions of raced and classed privilege, resulting in the invisibility of female hotel worker's affective labour. Following charges in New York and France, DSK faced difficulty maintaining his usual public speaking engagements on issues of globalization and finance. In a short time span leading up to the civil suit in New York City, DSK inspired public debates about French chauvinism, feminism and labour rights; a student protest against his public address to the Cambridge Union Society, as well as a fictional account of his affair with French feminist Marcela Lacub, whose book, *Belle es Bête* (2013) sparked questions about feminist cohesion. My analysis engages with varying discourses of desire, labour and sexual assault where surges of differing affects collide with the apparently undisturbed narratives of globalization. To this end, my paper cautions against an analysis that too quickly identifies simple dichotomies of power and resistance. Instead, what is explored is the machination of power, desire and labour as assemblages of unpredictable connectivity and affect. Similar to the anthropologist Kathleen Stewart (2007), I engage with the instability of events as an "animate circuit that conducts force and maps connections, routes and disjunctures" (ibid:3). The case of DSK further entangles the productive fields of transnational feminist potentialities and global dispersions of power.

### ***What is in a Name? Conceptualizing the Role of Gendered Mediation in Political Reporting***

**Angelia Wagner** | University of Alberta, Canada

The news media have long been identified as a potential barrier to women's advancement in electoral politics. Yet despite extensive empirical research on media depictions of women politicians over the last 25 years, the field is still largely under-conceptualized. "Media bias," the term most commonly used to describe a pervasive pattern of discrimination in a significant portion of overall media coverage, was only recently defined by Regina G. Lawrence and Melody Rose (2010). Other scholars prefer to use "gendered mediation" to explain how journalists use gender as a lens through which to interpret the nature and/or behaviour of politicians. My paper offers a more comprehensive theorization of the role of gender in political reporting. Specifically, I argue that media bias and media invisibility (the lack of news coverage) are at opposite ends of a continuum of gender mediation outcomes: the opportunity for discriminatory depictions of a women politician is directly related to how much coverage she receives. I also provide a theoretical framework for understanding how gender stereotypes work in the larger electoral process and

where gendered mediation occurs within it. The goal of this paper is push forward theorizing about key concepts in feminist media studies and to offer a foundation from which to guide future empirical and theoretical investigations of media behaviour in politics.

### ***Shame & Body Curves: Visual “Conversations” About an Alleged Corrupt Female Politician***

**Henry Boachi** | Ohio University, USA

**Kafui Kavi** | Cornell University, USA

On November 17, 2013, the news media in Ghana published a leaked audio tape on which Victoria Hammah, a Deputy Communication Minister, was heard in a private conversation with an unidentified female. On the tape, she is alleged to have said that she would quit politics only after she acquired 1million US dollars, among other things. Within 24hours, the President dismissed her from office. The uniqueness of these events is highlighted by the fact that the alleged culprit is a female.

This paper presents a dual-level analysis of Ghanaian online news media publications about the events; the photos published with the stories and the comments readers posted after reading the stories. Symbolic Annihilation (Gaye Tuchman, 1978), Male Gaze (Laura Mulvey, 1975) and Objectification Theories (Frederickson & Roberts, 1997) served as the theoretical basis for the analysis conducted, using visual rhetoric and textual analysis.

The analysis show that most of the images published objectified the politician, largely emphasizing her other body parts relative to her face (according to Unger & Crawford’s 1996 face-ism index). The photos were also indicative of symbolic gendered portrayals of women as an embodiment of beauty, sexual desirability and innocence (Edholm, 1992), conforming largely to hegemonic male traditions. Reader comments analyzed were dominated by insults referencing the female minister’s body parts, involved name-calling, and those which suggested that she became a government official by offering sex to male power-brokers in the ruling party. This study reaffirms previous studies (e.g., Bawa & Sanyare, 2013; Allah-Mensah, 2005) highlighting the hostile political environment and social context within which women seeking higher political office in Ghana operate.

**Thematic session 15:**

### **REPRODUCTIVE RIGHTS**

Saturday, 21

10:30 – 12:00

Local: IE Room 009

**Chair: Gisele Fonseca** | University of Minho, Portugal

***Discourses on a Popular Newspaper: Neonaticide, Motherhood and Portuguese Criminal Law***

**Luísa Saavedra** | University of Minho, Portugal

**Sara I. Magalhães** | Catholic University of Portugal & University of Porto, Portugal

Contemporary societies continue to build and view women as maternal figures and incapable of committing violence. Therefore it is no wonder that crimes as neonaticide occupy a prominent place in the media. Aiming to comprehensively understand which discourses are used in the news and by public opinion on neonaticide crimes, we retrieved online news and comments from the online version of a Portuguese popular newspaper – *Correio da Manhã*. Data retrieved (68 news and 608 comments) were analysed using Thematic and Discourse analysis. Regarding the news analysed, contrary to studies conducted in other countries, we found highly differentiated demographic characteristics such as marital status, age and even economical contexts. News reporting married and older perpetrators, and those whose sexual behaviours somehow transgress gender norms, are constructed in a more negative and punitive way. As for the public opinion comments we were able to identify four main discourses: ‘on abortion and neonaticide’, ‘on women and motherhood’ (divided into two subthemes: ‘framing the woman: from perversity to the bad mother’ and ‘absolving the woman: mental illness and the society’), ‘on the criminal legal system’ and ‘on the victims’. Results retrieved are debated in light of feminist perspectives and framed by the Portuguese social, cultural and political framework and its peculiar characteristics on sexuality, education and criminal legislation.

***In Vitro Fertilization as a Method of Treatment or as a New Sublime Form of Abortion? In Vitro and Reproductive Rights in Polish Press Debate***

**Ewelina Ciaputa** | Jagiellonian University, Poland

In Poland regulations regarding in vitro fertilization do not exist, although for the last few years the issue is one of the main topics in public debate about Poles’ reproductive rights. Statistics on the number of Polish couples suffering from infertility problem range from 1.3 to 3 million. Moreover, as shown by an opinion poll 60% of Polish citizens accepts in vitro fertilization as a method of treatment. But for conservative politicians and Catholic Church hierarchs in vitro fertilization should be recognized as criminal act demanding punishment. As showed by the author during the first edition of ‘Probing the boundaries’ conference (2013) discourse about reproductive rights of women in the case of abortion overlaps the political vision of state and nation, perceived as a specific extension of family. During the Gender in Focus Conference the author would like to wonder if in the case of in vitro fertilization Polish society has to deal with the same rhetoric and arguments as in the case of abortion. By using interdisciplinary approach - critical discourse analysis based on

newspaper's release, the author would like to answer the following questions:

- 1) How a new reproductive technologies are perceived by symbolic elite (journalists, scientists, experts and politicians)? Do they function as a solution for infertility problem or rather as harmful practices challenging women's and men's dignity?
- 2) What is the role of catholic ethics in press debates about in vitro?
- 3) Does, in the case of in vitro fertilization, Polish symbolic elite reproduce the norm of compulsory motherhood/fatherhood/parenthood?
- 4) Are the reproductive rights of women and men denied, and if so what is the main reason for their denial?

### ***Portuguese State Television and the 2007 Referendum on Voluntary Termination of Pregnancy***

**Diana Andringa** | University of Coimbra, Portugal

The paper analyses how the night news service (Telejornal) of Portuguese state television (RTP) addressed the issue of voluntary termination of pregnancy (VTP), subject to referendum in February 11, 2007.

The importance of the issue in terms of public health and demography introduced a fierce discussion between "pro" and "cons" on the decriminalization of voluntary termination of pregnancy up to 10 weeks at woman's request. Catholic Church's influence helped to make it a sensitive subject.

Between January 8 and February 9, we recorded and analysed 26 editions of the Telejornal, proceeding to the transcription of the parts about the topic.

Our analysis focused mainly on:

- a) The concern expressed by the Directorate of Information on a fair balance between the advocates of 'yes' and 'no';
- b) The treatment given to the opinion of representatives of the Catholic hierarchy;
- c) The term – "Voluntary Termination of Pregnancy" or "Abortion" – used in the subtitles defining the theme, the presenter's interventions ("pivots"), the interventions of interviewees or participants in debates ("vivos") and the journalistic pieces (off-texts, "offs");
- d) The choice of respondents in terms of gender and relation to the theme. We analysed the percentage relative to gender in each of five categories – political parties, social movements on the matter, doctors, church, others;
- e) The "naturalization " by journalists of terms used by the interviewees or respondents;
- f) The existence of unspoken matters.

When the issue of voluntary termination of pregnancy is once again under discussion, not only in neighbouring Spain, but also in Portugal, we would like to present our conclusions under the topic Media, Gender and Democracy.

**Thematic session 16:**

**GENDER, CINEMA AND VIDEOGAMES**

Saturday, 21

10:30 – 12:00

Local: IE Room 0010

**Chair: Isabel Macedo** | University

***Cher's Music Videos ... Gender as Performativity***

**Orquídea Cadilhe** | University of Minho, Portugal

This paper aims at presenting the way Cherilyn Sarkisian's - "Cher"'s music videos are a powerful source in helping her question and deconstruct classical representations of gender, carrying a message of empowerment to women and other minorities and proving that Cher's performance has strong social and political connotations. Of particular interest are Cher's video clips of the songs Believe, Strong Enough, Walking in Memphis, and her performance of the song Perfection in Extravaganza: Live at the Mirage (the first live music video title by her). I will examine how these videos depict narratives in support of hybrid identities by studying her choices of wardrobes, the presence of Cher's impersonators by her side on stage, and the association of her image to that of a cyborg through the use of the vocoder in a powerful carnivalistic transgression. Cher is able to deconstruct what Mikhail Bakhtin called the "classic body" and prove that gender is a performativity.

***Femininities in Popular Music: Women in Spanish Music Videos***

**Núria Araüna** | Rovira i Virgili University, Spain

**Cilia Willem** | University of Barcelona, Spain

**Iolanda Tortajada** | Rovira i Virgili University, Spain

This paper delves into the representation of femininity in a set of independent music videos produced in Spain, juxtaposing these to a sample of international success music videos. Previous studies on Anglo-saxon commercial products have shown an exponential growth of imagery of aggressive and sexually active women in music videos, framed in a 'war of sexes' paradigm (Tortajada & Araüna, 2010), and in line with current tendencies labelled as 'post-feminist'. The study intends to compare these results with the analysis of Spanish and less expensive products. This paper presents a comparison of 13 international commercial videos, with a varied selection of 21 Spanish independent music videos made by two of the most reputable independent production houses in Spain: Canada (11) and Lyona (Marta Puig) (10).



The results suggest that the videos produced by independent production companies represent more equal roles in sexual and emotional relationships, whether confluent or based on the 'war of sexes' and mutual aggression. In the narratives of the international success videos, female characters are endowed with more power and physical strength than males, especially in the case of artists who promote their image through music videos (for example Madonna). Comparatively, Spanish videos contain a more restrictive range of identity traits: the characters are depicted as white, young, middle or upper class and, in the case of women, following strict aesthetic rules. There are also some significant differences among the independent products: Canada almost exclusively offers images of women as sex objects disguised under the paradigm of 'hipster sexism' (Quart, 2012) or 'enlightened sexism' (Douglas, 2010) while Lyona allows more flexible representations with regards to the hegemonic canons, and less sexualized than products by Canada or Anglo-saxon videos.

### ***Gender Subtexts in Narratives of the Nation in Mainstream Indian Cinema***

**Gauri Bhure** | International School of Stuttgart, India

This paper attempts to unpack the gender subtexts embedded in narratives of nation as deployed in mainstream Indian cinema (Bollywood). It explores how terms of modernity are simultaneously embraced and resisted in popular culture in contemporary India. The paper grounds its analysis in theories that establish how gender in media and popular culture has historically informed construction of the nation at the time of the independence movement (1925-1947).

The shifting social landscape in Bollywood cinema towards a more westernized conceptions of progress and individualism threaten the existing status quo and patriarchal order of the nation. The paper argues that anxieties related to the nation are projected on to the site of gender in popular discourse. By effective containment of gender negotiations, pressures related to modernity and globalization are subsumed within the patriarchal narrative of the nation. It also briefly explores how gender simultaneously creates boundaries between and traverses the public and private spheres.

In 2007, Rang De Basanti (2006), Chak De India (2007) and Sarkar Raj (2008) were three of the highest grossers. Through critical discourse, we see that the seemingly unconventional (yet very popular) movies continue to maintain an idealized vision for national and cultural identity and reiterate these dominant discourses related to gender and nation and recreate them in the filmic imagination.

### ***Die Plastikfrau: Misrepresentation of Women in German Reality Shows***

**Susana Wichels** | University of Coimbra, Portugal

20th and 21st century television critical studies suggest that mass media is one of

the most powerful means for creating stereotypes, changing ideas or perpetuating society's myths about an issue or group of people. From the critical perspectives of the Frankfurt School, to British Cultural Studies, French structuralism, post-structuralism, and the views of the media of the New Left, television studies revealed that culture is socially constructed and intrinsically linked to the social and historically environment in which it is conceived. Furthermore, gender, class, sexuality, race, and other dimensions of social life are socially assembled through the media. Mass media works both deliberately and subconsciously, performs an agenda-setter action by deciding which opinions and themes are important and how to frame them. In the German television in the last couple of years, programs like "Frauentausch", "Berlin Tag und Nacht", "Die Wollnys – Eine schrecklich große Familie", "Ich bin ein Star – Holt mich hier raus! / Das Dschungelcamp", represent and portray minorities in ways that perpetuate negative stereotypes, from the impoverished and unemployed class, emigrants, to female misrepresentation.

Although Germany is one of the top world's country where women have made great strides towards equality, from politics, economics and social areas, women are now experiencing an increasing misrepresentation in the modern media, specially in television formats. The reality shows, are especially dangerous because they can construct wrong perceptions of women and reinforces them on a daily basis. During 2013, two programs with a similar format exposed a group of women, confined to their plastic attributes, in a supposedly savage context. The shows "Reality Queens auf Safari" broadcasted in Pro7 and recorded in Tanzania and "Wild Girls – Auf High Heels durch Afrika" broadcasted in RTL2 and placed in Namibia, were presented during this summer in prime time and grabbing a large share of audience. Blaser (2013) describes the shows synopsis "highly stylized, white women, propped up with plenty of collagen, botox, and silicon — some are starlets and low-brow, local 'one day' celebrities — compete for fame, monetary compensation, and the trophy called 'the Golden High Heel". The format does its utmost to expose the physical / sexual features of the women. The aim is to satisfy "shadensfreud" and "voyeurism" needs of the audience, which is invited to laugh at the women and their ridiculous behavior in the African scenery. The misrepresentation of women in this reality shows teaches teenagers and young adults that women are valuable not for their achievements and intelligence, but for their looks, youth and beauty. To evaluate the scope of the problem, we have made a critical analysis of the season one of both shows. Our theoretical approach is supported by the revision of the television critical and gender studies literature (for example: Adorno, Horkeimer, Bell, Benjamim, Kellner, Brunsdom, Deleuze, Fiske, Foucault, Gitlin, Morley, Wolf and Lazarsfeld, among others).

**Thematic session 17:**

## **GENDER AND MEDIA COVERAGE**

Saturday, 21

10:30 – 12:00

Local: IE Room 0020

**Chair: Júlia Alves Brasil** | University of Minho, Portugal

***The State of Gender Equality in Finnish Media Twenty Years after Peking***

**Tarja Savolainen** | University of Helsinki, Finland

In the paper, my aim is to contextualize the Finnish results of two international research projects: Global Report on the Status of Women in News Media Organizations (2011) and Women in Media Industry in Europe (2013). Firstly, I will compare the Finnish results with other Nordic Countries, Eastern and Western Europe, North America and with the average figures of the world. Secondly, I will discuss the results in relation to Finnish gender equality policies in the area of media. Finland is a Nordic welfare country where gender equality is seen well developed and where gender equality policies are an integral part of governmental politics. However, for example, the proportion of female news subjects has not increased since the mid 1990's. According to the national news surveys, women's proportion is still only about one fifth. Also, for example, the area of film production seems to stay male-dominated: 82 per cent of the feature and documentary films that premiered in 2012 were directed by men. Finland has signed the Beijing Declaration and Platform for Action nearly twenty years ago and is committed to improve women's depiction in media and in media production. However, much has not been done. For example, the gender equality law targets mainly at gender equality in working life and excludes nearly completely cultural questions.

***Armed with the Pen and the Microphone***

**Claudia Dal-Bianco** | Women's Solidarity, Austria

Human rights and women's rights activists increasingly utilise media in a variety of ways to spread their issues, demands and messages. Community-based media give women low-key access to raise their voices and to the dissemination of information. This turns women into political, independent actors. The right to communicate and the access to the medium to do so is therefore an important step towards gender equality.

Do women have a guaranteed right to mass communication? To what extent can they shape the image of women in the media? Why is radio such a particularly important means of communication for women worldwide?

These questions were the starting point for an in-depth examination of the topic. The results will be published in a study by Women's Solidarity in March 2014, called „Armed with the pen and the microphone. Media as tools of social development“. It shows how women and women's organisations in Central America and Southern Africa use media for social development. On one hand the study focuses on the debate on the right to communicate in the 20th and 21st century, which reached a peak in 1980 with the publication of the MacBride report, and provides an overview of important organisations in the field of media. On the other hand it looks at different definitions of community and alternative media and highlights the differences

between them and state-owned, public and commercial media. The final part shows examples of strategies individual women and women's organisations use to spread their messages through the media and achieve social change. The women interviewed for this study employ a wide range of methods and utilise the many different possibilities of modern communication technology to spread their message – from feminist radio stations in small villages to transnational networks.

### ***Gender-sensitive Training for Media Practitioners***

**Kristine St-Pierre** | Carleton University, Canada

Aidan White, General Secretary of the International Federation of Journalists argues that “fair gender portrayal is a professional and ethical aspiration, similar to respect for accuracy, fairness and honesty.” If we agree with this statement, then the field of journalism has a role to play in ensuring greater sensitivity to gender issues in and out of the newsroom. Media organizations around the world are also taking note, offering training and workshops, making conscious efforts to address this lack, both in terms of awareness and implementation. Despite advances, however, research findings continue to indicate a lack of gender awareness in news organizations and news products. This is of particular significance if we agree that journalists, by virtue of the nature of their work, wield tremendous power over the public's perception and understanding of democracy and societal values. As such, this paper will explore the relevance of gender-sensitive training for media practitioners and look at how best to ensure journalists are better prepared in the future.

### ***Portuguese Media Coverage of Affective and Sexual Intimacy between 1968 and 1978***

**Isabel Freire** | University of Lisbon, Portugal

When the Carnation Revolution took place in Portugal in 1974, a number of Western countries underwent major changes in terms of intimacy. The so-called “sexual revolution”, which was heavily influenced by the feminist and homosexual movements of the 1960s, challenged the “pathological”, “criminalizing”, “tabooist” and repressive models of sex lives. During Portugal's revolutionary period (1974-75), was sexuality one of the main drivers, in political and social terms? Was there an ideological debate about sexual rights? What importance and exposure did the media give it? To answer these questions, we undertook a quantitative content analysis of four Portuguese publications between 1968 and 1978: *Expresso*, an influent weekly newspaper; *Diário de Lisboa*, an urban, elitist and liberal publication popular amongst young people; *Crónica Feminina*, a best-selling women's magazine; and *Modas e Bordados*, which was a supplement of the newspaper *O Século*, still associated with the feminist Maria Lamas. The publications were analyzed on the years of 1968 (the year of the French student revolt), 1973, 1974,

1975, 1976 (pre and post-revolution years), and 1978, which completes the decade-long longitudinal study.

Pornography and eroticism, family planning, contraception and abortion were the issues covered most by the media during this period, although the information and debate amongst readers (and specialists) varied considerably between the different publications in question. The 1974 revolution brought with it freedom of expression and the end of censorship. In result of this new liberty the cinematographic industry brought to Portugal a variety of internationally successful erotic films. *Emmanuelle*, *História d' O*, *Kamasutra*, and hundreds of others, aroused the curiosity of the Portuguese, who had long been subject to a ban on nudity and the repression of sensuality. In 1976, around 80 films advertised in *Expresso* alluded to eroticism in their titles, slogans or images. The press was far from indifferent to this sudden exposure of naked bodies, desire and sexual pleasure in the public domain. Between 1974 and 1975, the media repeatedly debated the boundaries of eroticism, obscenity and the need to regulate pornography.

In terms of family planning and contraception, coverage was considerable in the women's press and elsewhere. The importance of these issues as news was also political. In 1976, the Right to Family Planning was enshrined in the Constitution and Albino Aroso (president of the Portuguese Family Planning Association and Secretary of State for Health) published legislation that institutionalized family planning appointments within the Portuguese health service. Lastly, the issue of abortion became more high-profile from 1976, after the controversial programme "Nome: Mulher", which was directed by Maria Antónia Palla. The journalist was soon to be charged with "indecent and incitement to commit a crime" and the Portuguese state broadcaster RTP suspended the programme; however, the press continued to highlight abortion as a social issue of importance.

In this paper, we will present the results of our quantitative content analysis of the media (1,500 articles), contributing to the study of one perspective of the Carnation Revolution – that of intimacy – which we feel has yet to be made.

### ***Reflections of Gender in the Media***

**Marlene Loureiro** | University of Trás-os-Montes and Alto Douro, Portugal

The starting point of our presentation is the widespread idea that there are communicative differences between men and women. Leaving aside stereotypes, effectively men and women speak differently and have different conversational styles and, therefore, they interpret the same sentences or conversations differently. This variation in the use of language is closely related to the gender, which, in turn, is associated with biological, psychological, social and cultural differences between men and women.

Thus, our presentation will demonstrate how communicative differences between men and women are reflected in the media, particularly in opinion texts published in Portuguese press. So, we start doing the content analysis of a linguistic corpus comprising opinion texts published by male and female authors in the Portuguese press. Through this analysis we find and systematise the main differences between

male and female discourses. The results demonstrate the presence of communicative differences between male and female discourses in the opinion texts analysed, particularly with regard to the topics, the subjectivity / objectivity of the author, the syntactic organization and extension of sentences as well as the use of some word classes. These differences highlight that gender is a fundamental variable in media analysis, particularly in the way men and women express themselves in media.

**Thematic session 18:**

## **GENDER AND DIGITAL MEDIA II**

Saturday, 21

10:30 – 12:00

Local: IE Room 0021

**Chair: Roberto Martínez Pecino** | University of Sevilla, Spain

### ***Portuguese Youngsters, New Media and Sexuality – Information, Activism and Pleasure-seeking Experiences***

**Daniel Cardoso** | New University of Lisbon & Lusophone University of Humanities and Technologies

**Cristina Ponte** | New University of Lisbon, Portugal

This research, conducted in the context of a PhD thesis, tries to extend the notion of “sexualized usages of (new) media” beyond the tropes of pornography and sexting, by also taking in consideration the search for information on sexual and reproductive health, as well as online forms of activism and networking. Drawing from a snowball sample of about 180 Portuguese youngsters between the ages of 16 and 19 years old that responded to an online survey spread through Facebook and also through several NGOs, we analyse the similarities and differences between genders in how they interact with these technologies, as well as to how they view the importance of both sexuality and sexual usages of new media in their lives. Preliminary results of the quantitative part of this research point to how gender impacts youngsters’ lives by generating different modes of usage of new media, which means that similarities and differences coexist. Results regarding the usage of the Internet and mobile phones to exchange sexual messages, and to access for, sexual content and health/sexual information will be explored. These results will be presented alongside existing international research, and read in the context of Foucault’s work on the sexuality dispositif, and the current debate about sexualisation (Smith & Attwood, 2011) and pornographication (Smith, 2010), arguing for a more nuanced view of the interactions between media and its users (McKee, 2005; 2007; 2009; 2010; 2012) and against simplistic models of media effects (McKee, 2009). These results hope to point out the need for a more integrated approach to what sexualized means, beyond the articulation of media panics over sexuality and youngsters.

## ***The Differences between Cyberbullying and Bullying***

**Juan Plaza** | Loyola Andalucía University, Spain

**Cristina Pulido** | Loyola Andalucía University, Spain

The phenomenon of bullying at school is not new. In recent years researches and professionals have been working all over the world from different perspectives in the investigation of the triggers of bullying and its prevention. However, traditional forms of harassment have changed over time the advent of new information and communication technologies. One of the more recent international studies (Microsoft, 2012) conducted in 25 countries, reveals that 37 % of children aged 8-17 years reported experiencing cyberbullying.

There is disagreement among researchers about the specifics of the phenomenon of cyberbullying. Thus, for some cyberbullying is simply a sneaky way of written and verbal harassment (Mason, 2008) or continuity in a virtual environment from a previous victim role in physical space (Li, 2006). However, it seems that violence through ICT presents some peculiarities compared to traditional school violence, such as the possibility of anonymity of the perpetrator or the possibility in the long term that the abuse continues beyond life in the school. Moreover, some studies warn that the offender does not see the consequences of their behaviour on the victim, making it difficult to empathize with of the victim or to stop.

In the paper we will present the results of the review of the differences found in recent research, specifically between traditional forms of bullying and the peculiarities of online harassment in its various forms (sex recordings, insults, threats...) as well as the mutual influences of both types of abuse.

## ***The Role of Gender in the New Professional Trends of Media***

**João Miranda** | University of Coimbra, Portugal

The inconsistent and controversial path to the construction of a professional identity of journalists allowed the interference of a large number of processes, such as deprofessionalization, "proletarianization" and the precariousness of journalistic class, where the penetration of new technologies, new routines and new professions in the newsroom lies as a major consequence.

Although a transversal analysis of inquiry results, as well as other data, demonstrate an evolution of women's role in the newsroom, in number and in parity of occupations and tasks, at the same time this numbers indicate that this evolution does not translate itself in a development of the women's weight in the information management.

Alongside, results of a recent inquiry reveal that these labor social transformations, operating in main specific aspects which are transversal to the entire newsroom, affect, in divergent conditions, distinct segments of the journalists class. In this disparity, we are able to identify a clear gender gap.

The main purpose of this communication is to identify the role of women in the

construction of a professional identity of journalists. In it, this study aims to comprehend the development of the responsibilities and position of women in the management of information. Finally, and more relevant, the study drives to comprehend how the general consequences of the newsrooms' reconfigurations – where the introduction of news technologies, the professional replacement and the alteration of the production routines are stressed – disparately affect the gender segments of the journalist class.

### ***Globalization of the Body and Gender in Media***

**Tuija Parikka** | St John's University, USA

Is it a co-incidence that images of violent or ever more pornified women coincide with the speeding up of global media flows? How is the decade of the “sleaze,” and the centrality of the body (McRobbie 2009), transforming into a globalization discourse that diffuses the boundaries of sexiness and violence, thereby calling attention to “sexy violence.”

The purpose of this paper is to attempt to rethink the relationship between globalization, gender, and media at the time when each of these terms is tested for its explanatory power. There is a rich body of literature on gender and media that offer a broad range of approaches to studying gender and media issues in the context of production, text and reception. Another body of research brings together gender and globalization issues, including feminization of poverty, economic, social, and political status of women, and women's changing roles influenced by globalization. Works on media and globalization explore the role of media in globalization, or the relationship of culture, media and globalization.

Works that would explore the relationship of the three key terms, globalization, gender, and media, are largely missing. The emergence of “sexy violence,” or violence as sexual, cannot be fully explained in reference to women's and men's status, roles, expectations, or ways of talking about gender in the media. Therefore, this paper explores how the sphere of the sexual is globalized in the context of both new and old media, and how, in this process, gender is politicized in order to advance various globalization ideologies, and to discursively dissolve, enforce, or alleviate conflicts embedded in various globalization discourses in the media. Methodologically, the empirical cases are selected from the old and new media alike, including social media, and subjected to text and discourse analysis. The cases include Lady Gaga on YouTube, Times magazine cover of a mutilated Afghan girl, and a New York Times article about the first woman ever to be accused of rape during the genocide in Rwanda. New media cases include feminist porn, and internet celebrity Chris Crocker's video as an expression of his sexual marginality. In thematically diverse cases, it is “the sexual” in all of them that serves as source for a hybridity of forces that confuse the boundaries between violent and liberating meanings and manifestations of gender. The emergence of “sexy violence” is not necessarily determined by the medium (new vs. old), but rather, connected with multiple languages of globalization that call for a discursive closure or affirmation that a particular understanding of gender can provide.



## ***Gender and ICT: Online Anti-Rape and Feminist Activism***

**Adrija Dey** | University of Hull, UK

In the past we needed a fortune or, at least, a good name to cause much damage. Today all one needs is an Internet connection.(Morozov, 2009).

The field of research undertaken is socio-political activism on the Internet and, more precisely, gender-based activism. The aim of this research is to explore different approaches and theories related to cyberconflict. However, it also aims to combine socio-political and ethno-religious cyberconflict theories with gender theories and approaches to explore if incorporating gender into cyberconflict theories can improve feminist online movements.

On December 16th, 2012 the rape of a young woman in India resulted in thousands of people taking to the streets to protest. Social media became a primary weapon that people used not only spread the message but also to voice their opinions and educate people. According to many, this was the year when social media came to life in India. To further analyse the research question, the anti-rape and gender based activism in India from December 2012 till present times will be considered as the primary case study.

New ICTs, especially the Internet, have been seen as ushering in a new age resulting in various social and political changes. It is often said that the information revolution has given birth to the 'information society'. In order to analyse the current gender related activism in India, the socio-political implications that such a movement can have on a society as diverse as India needs to be considered. In order to conduct this research a multi-methodological approach has been considered which includes semi-structured interviews (conducted among people who participated in these protests, both physically on the streets and virtually on the internet) and visual content analysis (Facebook pages, twitter, websites, blogs, news articles, videos etc.). This will be done in order to understand how ICTs were used in India during this movement, for what purposes, who were using these technologies, what were the central aims of such groups, what were their different ideologies, how it affected gender based activism, was the actual problem addressed and what role does ICTs play in the future of gender related activism in India.

## Posters

From Friday, 20 at 9:00 to Saturday, 21 at 12:00

Local: West Atrium of the IE Multimedia Centre

### ***Workshop for Journalist for Human Rights Perspective Reporting***

**Sharada Paudyal** | Centre for Awareness Promotion, Nepal

**Pradip Mishra** | Centre for Awareness Promotion, Nepal

**Binu Lama** | Centre for Awareness Promotion, Nepal

*Background:* There exists an abundance of literature on sexual and labour exploitation of women and girls working in the entertainment sector (i.e., cabin restaurants, dance bars, massage parlours, and guest houses). In contrast to this media, personals expose victims from culprit perspectives. Journalists disclose the real identity of arrested victims with clear pictures that double victimize the working girls. The mind-set of government and public towards women working in this sector is negative, and human rights of girls and women working are violated. The workshop for printing journalists was organized to address this problem.

*Method:* Workshop for ten journalists of social printing media was organized on a quarterly basis for three days each time: day one was an orientation on human rights and gender issues; day two involved analysing the existing trend of reporting and its barriers of human rights communication; on day three, journalists were given issues for reporting on the basis of training. Each workshop, reporting trends were evaluated and provided further training to the journalists.

*Result:* Within a year, almost ten news(articles?) have been covered by the national daily papers on this issue. Journalists were conscious while reporting on police raids and exploitation in the working place. The reports have helped in changing the mind-set of people towards entertainment workers. Besides this, some individual stories of suffering were published. These support the victims in obtaining shelter assistance, formal education and training with job placement. Such stories have supported advocates lobbying for the enactment of new laws regarding the exploitation of women working in the entertainment sector.

*Future Direction:* Workshops will involve electronic media journalists of social bit. These will directly effect changes in reporting of gender issues through human rights perspectives. Regular and intensive analysis of news will be done in parallel.

### ***Images of Power or the Power of Images? Study of Gender Identity(ies) in the Local Press***

**Sara Maia** | University of Aveiro & University of Minho, Portugal

**Maria Manuel Baptista** | University of Aveiro, Portugal

**Moisés de Lemos Martins** | University of Minho, Portugal

Communication Sciences, articulated with Cultural Studies, have sought to understand the role of media and its relationship with society. This position undoubtedly enhances the role of the media as producers of texts and images, and as projectors and creators of contexts, particularly at the level of gender identity(ies) discussion.

Many media continue to address gender issues through a traditional and stereotypical image, where men are presented as the “majority” and women as the “minority” both numerically and regarding relationships (especially power relations). Although many of the media discourses are not literally created by men, they originate in a traditionally male culture, which offers classic representations of gender, where the woman is, most often, fragmented into blocks of social images: the woman as wife, the woman as mother, the woman as lover. Assuming the theory that the subject constructs its identity based on the relationship with the Other, we must recognize that the image of men is unquestionably linked to the image of women, and vice versa, which may be reflected, in most cases, on the social construction of binary oppositions – Self/Other, male/female, rationality/emotionality, power/resistance.

Based on the theoretical and epistemological framework of Cultural Studies, this poster aims to show images of the local media (in particular, the newspaper O Ilhavense) in order to organize and understand gender relations, disclosing which profiles of men and women are represented in the newspaper, and how the creation of certain images of those individuals helps to shape their identity design and their social projection. This analysis is supported by the qualitative method and employs the content analysis technique on discourses and images of the newspaper O Ilhavense.

### ***Gender and Newsroom Culture: Working Conditions in a Regional News Desk of the Czech Television***

**Daniela Vajbarova** | Masaryk University, Czech Republic

This poster presentation deals with questions related to newsroom culture and its working conditions for female and male editors. Although the topic represents an important theme in inquiries of media production and gender worldwide, data for the Czech Republic are largely missing. This presentation thus aims to introduce the very first findings about the gendered characteristics of Czech newsroom culture. The presentation focusses on a case study of a regional news desk of the Czech

public service television. The central question is whether the culture of the newsroom is gendered and reflects the so-called "masculine" traits of its two male leaders. It also asks if the newsroom culture creates different conditions of work for male and female editors.

The study is framed in feminist theories and contextualized within findings of feminist media scholars on newsroom culture and the status of female and male journalists in it. The presentation is based on qualitative data obtained in participant observation and semi-structured individual interviews.

This case study has a number of important findings. In spite of the fact that the regional Czech television news desk is led by two men, newsroom culture is not primarily defined by gender but each (male) editor's personal characteristics. While one formed a culture with the prevalence of masculine aspects, the other created a culture with the predominance of feminine traits – connected to increased democracy and parity. However, the old boys network advantaging male journalists existed in both types of newsroom culture. Similarly in both cultures men possessed a prestigious professional status unlike women and male characteristics were considered the journalistic norm.



## CONFERENCE SOCIAL EVENTS

**WEDNESDAY, JUNE 18 | 21:30**

### CASA DO PROFESSOR

Address: Avenida Central 106-110, Braga

Phone: (+351) 253 609 250

Website: <http://www.casadoprofessor.pt/>

### CINEMA:

**Morrer Como Um Homem | Die like a man**

**Director/Producer:** João Pedro Rodrigues

### Synopsis:



**Die like a man** tells the story of a homosexual transvestite (although some sources incorrectly describe him as a transsexual woman) at the end of career. The cast includes several Portuguese transvestites with little or no experience as actors. The argument is inspired by the true story of Joaquim Centúrio de Almeida (artistic name "Ruth Bryden"), a transvestite from Lisbon, reason that led to a lawsuit for plagiarism of a biographical book on the life of Joaquim Almeida [Portuguese Hollywood actor], written by the social chronicler Carlos Castro.

### Organized by:

Braga Fora do Armário | **Braga Out of the Closet**

Facebook page: <https://www.facebook.com/BragaForaDoArmario>

E-mail: [bragaforadoarmario@gmail.com](mailto:bragaforadoarmario@gmail.com)

**Braga Fora do Armário** is a collective of activists who struggle to promote and protect the rights of LGBT people in the city of Braga, Portugal. Its main goals are the following: to give visibility to all non-normative identities and sexual orientations; to create conditions so that this community has a greater support in their interpersonal/social relations; to empower civil society for information on concepts, theoretical notions and reading frames, encouraging their critical thinking; to organize an annual march to celebrate the rights already enshrined for LGBT people; to develop a wide range of actions and initiative in order to defend and promote LGBT rights.

Braga Fora do Armário is a nonpartisan and non-profit collective. All decisions take place in an open meeting where each person has the right to speak and vote.

**THURSDAY, JUNE 19 | 21:30**

## **CASA DO PROFESSOR**

Address: Avenida Central 106-110, Braga

Phone: (+351) 253 609 250

Website: <http://www.casadoprofessor.pt/>

## **CINEMA w/ COMMENT:**

### **Made In Dagenham**

**Director:** Nigel Cole

**Movie commentator:** Diana Andringa

### **Synopsis:**



In 1968, the women at the Ford auto plant in Dagenham, England go on strike. As sewing machine operators making the coverings for car seats, their jobs have been reclassified from semi-skilled to unskilled. A friendly shop steward, Albert Passingham, tells strike leader Rita O'Grady that this isn't about whether they are skilled or not. They're getting paid less because they are women and unless they change things, they will always make less than the men do. The women walk off the job and eventually the plant runs out of car seats with the entire plant shutting down. With the men now out of work it's left to Rita to convince them they need the support of all worker to succeed. The intervention of a

senior government Minister who takes up their cause despite a heavy-handed response from Ford clears the way for a solution and leads to legislation on equal pay for work of equal value. Based on a true story.

### **Commentator biography:**



**Diana Andringa** was born in 1947, in Dundo, Lunda-Norte, Angola, coming to Portugal in 1958. In 1964, she entered the Faculty of Medicine of Lisbon, who left to devote herself to journalism. In 1968, she attended the 1st Journalism Course created by the Journalists Union and joined the Vida

Mundial, from which came out in the context of a collective dismissal. Unemployed, she worked as an advertising copywriter, work that the arrest by the PIDE [Dictatorial State Police], in January 1970, interrupted. Sentenced to 20 months in prison for supporting the cause of independence of Angola, she returned to journalism. From 1978 to 2001 she was a journalist at the national television (RTP). She also worked as a chronicler for the Diário de Notícias newspaper, the RDP radio station and the Público, as well as she had a fleeting participation as a Deputy-Director of Diário de Lisboa. She is currently an independent documentary producer: Timor-Leste, The Dream of the Crocodile; Guinea-Bissau: The Two Faces of War; Dundo, Colonial Memory; Tarrafal: Field Notes from the Slow Death. In 2013, she received a Ph.D. in Sociology of Communication from the University Institute of Lisbon (ISCTE-IUL).

### **Organized by:**

União de Mulheres Alternativa e Resposta | **Women's Union Alternative and Response**

Website: <http://umarfeminismos.org/>

Facebook page: <https://www.facebook.com/UMARfeminismos>

Email: [umar.sede@gmail.com](mailto:umar.sede@gmail.com)

**União de Mulheres Alternativa e Resposta** (UMAR) is a feminist women's association formed on September 12, 1976. As a non-governmental organization, UMAR has been represented in the Advisory Council of the Commission for Equality and Women's Rights since 1977.

UMAR is today an association that is committed to prompt the feminist conscience and intervention in the Portuguese society. It has been uniting several generations of feminists for more than 30 years. The diversity which features UMAR is not only valorized, but also maximized through the constant – never-ending – process of reflection and of individual and collective construction. UMAR promotes an exchange of ideas and experiences that establishes links among generations and preserves historical memory, enabling advances in the context of new times and new attitudes about feminism.

**THURSDAY, JUNE 19 | 23:30**

### **CASA DO PROFESSOR**

Address: Avenida Central 106-110, Braga

Phone: (+351) 253 609 250

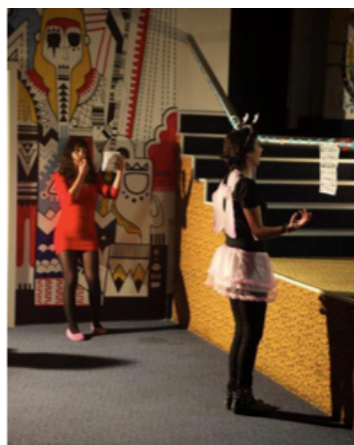
Website: <http://www.casadoprofessor.pt/>



## PERFORMANCE:

### E porque não 365? | And why not 365?

#### Synopsis:



“E porque não 365?” is a performance based on the poem "Tapestry" Regina Guimarães. Tart, a innocent girl, the mother, the bride, the stay-at-home ... who are all these women? What unites and what separates them? With this performance we intend to unveil and deconstruct the various images of woman, looking and pointing out the inherent contradictions and power structures that underlie them.

#### Organized by:

krizo – Educação, Arte e Cidadania | **krizo – Education, Art and Citizenship**

Facebook page: <https://www.facebook.com/ajkrizo>

Email: [ajkrizo@gmail.com](mailto:ajkrizo@gmail.com)

**krizo – Educação, Arte e Cidadania** is a youth association focused on the promotion of an active and critic citizenship, through the development of venues and experiences related with education, arts and social transformation. This association was born as a spin-off of the 'Núcleo de Teatro do Oprimido de Braga' (a group that works with Theatre of the Oppressed), headquarter in Braga since January 2012.

Its activities have been mainly focused on gender issues, minorities and precarious working conditions causes. Krizo has also been working with teenagers in vulnerable contexts, particularly with Romani population. It has facilitated several debates and workshops, as well as creative vacations for children and commented cinema sessions, among others for different ages. Most of its activities are organized with free access granted and articulated with several informal groups and local and national associations. In the context of the Portuguese national protests and strikes, a special priority has been placed in outdoors activities.

**FRIDAY, JUNE 20 | 20:00**

**NOGUEIRA DA SILVA MUSEUM**

Address: Avenida Central 61, Braga

Phone: (+351) 253 601 275

Website: <http://www.mns.uminho.pt/>

**CONFERENCE OFFICIAL DINNER**



**FRIDAY, JUNE 20 | 21:30**

**NOGUEIRA DA SILVA MUSEUM**

Address: Avenida Central 61, Braga

Phone: (+351) 253 601 275

Website: <http://www.mns.uminho.pt/>

**MUSIC:**

**Piano Concert**

**Pianist biography:**



**Miguel Sousa** was born in the city of Setubal where he began his musical studies at the Luisa Todi Academy of Fine Arts. In the year 2006/2007, he attended classes with Professor Daniela Ignazzitto. In 2007, he joined the Music Department at the University of Évora in the course of piano and was accompanied throughout his first year of course by Professor Elizabeth Allen, continuing his studies with pianist Antonio Rosado. He finished his degree in the academic year of 2009-2010. He also attended masterclasses carried out by Christophe Simone, Sara Buechner, Boris Berman, Lya of Barberis, Konstantin Bogino and Joseph Banowetz.

Concerning his activities as an interpreter, he participated in some recitals both as a soloist and in chamber music groups. In 2008, he participated in an 'Open Concert' live for the radio Antena 2, of the University of Évora. He played in Portugal, as well as in Sweden, Italy and England. He has recently been accepted as a performer in Aurora Music Star Festival 2012 (Sweden) and Chetam's International Piano Summer School (England). In 2013, he started a master's degree in Piano Performance with Dr. Alexandra Moscolo-David at the Central Michigan University (USA) , which is funded by a full scholarship.

**SATURDAY, JUNE 21 | 15:00**

**MEETING POINT:**

**PRAÇA DA REPÚBLICA | REPUBLIC SQUARE**

41.551466, -8.423075

**by The Tourists' Affairs**



### **Tourist City Tour to Braga**

An interesting City Tour has been arranged. With a local guide and in English language, the tour includes the main, and central, streets of our baroque city.

The plan is to go pass the ancient Castel (The Keep), Sta. Barbara Garden, City Hall Square, Souto Street, Arco da Porta Nova (New Gate Arch), Hortas' Square, Carvalheiras Square, Cathedral, S. Paul Square, Santiago camp, Angel's Street, Carlos Amarante Square and back to the Republic Square

For a more information on the guide please visit The Tourists' Affairs Tripadvisor page at: [http://www.tripadvisor.co.uk/Attraction\\_Review-g189171-d2642451-Reviews-The\\_Tourists\\_Affairs-Braga\\_Braga\\_District\\_Northern\\_Portugal.html](http://www.tripadvisor.co.uk/Attraction_Review-g189171-d2642451-Reviews-The_Tourists_Affairs-Braga_Braga_District_Northern_Portugal.html)

For any other information and registration please contact the Secretariat ([genfoc@ics.uminho.pt](mailto:genfoc@ics.uminho.pt)). Booking in advance and fare (5€) regulation at registration site.

**BIONOTES  
AND CONTACTS**



## Keynote speakers bios

**António Fernando Cascais** (Ph.D., New University of Lisbon) is an Assistant Professor at the Communication Sciences Department, New University of Lisbon, Portugal. He is currently an integrated researcher at the Communication and Language Research Centre. He has organized several books, namely “Indisciplinar a teoria – Estudos Gays, Lésbicos e Queer” (Fenda Ed., 2004) and “A sida por um fio: Antologia de textos” (Ed. Vega, 1997). He has also published around one hundred papers in countries such as Portugal, Spain, France, UK, USA and China. His main research interests include Communication Sciences, Knowledge Mediation, Gender Studies, Queer Theory and Ontotechnologies of the Body.

**Carolyn Byerly** (Ph.D., University of Washington) is an Associate Professor and Chair at the Department of Communication, Culture & Media Studies, Howard University, USA. She is the co-author of the book “Women and media: a critical introduction” as well as co-editor of “Women and media: international perspectives” (Blackwell, 2004) and “International handbook on women and journalism” (Palgrave Macmillan, 2013). Her main research interests focus on Gender Studies, Social Movements, Race and Ethnicity, and Political Economy of Media. Her work is published in several international scientific journals, including “Critical Studies in Media & Communication”, “Howard Journal of Communication” and “Feminist Media Studies”.

**Cláudia Álvares** (Ph.D., University of London) is an Associate Professor at the Department of Communication Sciences, Lusophone University of Humanities and Technology, Portugal. In 2012, she was elected president of the European Communication Research and Education Association (ECREA). Amongst her main book publications are “Humanism after Colonialism” (2006), “Representing Culture: Essays on Identity, Visuality and Technology” (ed., 2008), “Teorias e Práticas dos Media: Situando o Local no Global” (co-ed., 2010), and “Gendered Transformations: Theory and Practices on Gender and Media” (co-ed., 2010).

**Karen Ross** (Ph.D., University of Warwick) is a Professor at the Department of Media and Communication Design, Northumbria University, UK. In 2013, she led the research project “Women and Media Industries in Europe”, which was funded by the European Institute for Gender Equality. She is the author of “A Handbook of Gender, Sex and Media” (Wiley-Blackwell, 2012), “Gendered Media: Women, Men and Identity Politics” (Rowman & Littlefield, 2009) and “Women, Politics, Media: Uneasy Relations in Comparative Perspective” (Hampton Press, 2002). Her main research interests include Gender Studies, Political Journalism, New Media and Political Communication.

**Maria João Silveirinha** (Ph.D., New University of Lisbon) is an Associate Professor at the Faculty of Letters, University of Coimbra, Portugal. She has led and participated in national and international research projects on issues of gender and communication, political communication, communication in Europe, sociology of communication and media practices. She is the author of “Estudos de Género e Media” (Angelus Novus, 2008), “Os Media e as Mulheres” (Livros Horizonte, 2004) and “Identidades, Media e Política” (Livros Horizonte, 2004). Her main research interests include Feminist Media Studies, Media Representations, Political Communication, Journalism and Media Public Sphere.

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## **Environmental concerns**

Dear participants, due to environmental concerns, you are kindly request to return your plastic badge at the end of the event, as well as any other conference materials that you do not want to keep.

## Organisation

Team of the research project  
**“Gender in focus: social representations in  
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Communication and Society Research Centre (CECS)  
University of Minho

<http://genderfocus2014.wordpress.com>  
<http://www.lasics.uminho.pt/genfoc/>  
<http://www.comunicacao.uminho.pt/cecs/index.asp>



## International Conference “Gender in Focus: (New) Trends in Media”

University of Minho | Braga – Portugal  
June 20-21, 2014

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agenda cultural  
caso do professor

