

International Conference

Gender in focus: (new) trends in media

University of Minho | Braga – Portugal

June 20-21, 2014



CONFERENCE PROGRAM

KEYNOTE SPEAKERS

António Fernando Cascais

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



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

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

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

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.



DETAILED PROGRAM

| FRIDAY, JUNE 20 |

8:00 – 19:00

Registration

9:00 – 9:30

Opening ceremony

Venue: IE Multimedia Auditorium

Helena Sousa

President of the Institute of Social Sciences, University of Minho

Moisés de Lemos Martins

Director of the Communication and Society Research Centre

Rosa Cabecinhas

Principal Investigator of the Project “Gender in Focus: Social Representations in Portuguese Generalist Newsmagazines”

Carla Cerqueira

Head of the Organizing Committee

9:30 – 11:00

Plenary session 1

Venue: IE Multimedia Auditorium

Chair: Rosa Cabecinhas | University of Minho, Portugal

Stasis and Shifts in Feminist Media Scholarship

Carolyn Byerly | Howard University, USA

Gender and Communication: Problematizations, Methodologies, Intersections

António Fernando Cascais | New University of Lisbon, Portugal

11:00 – 11:30

Coffee Break

Venue: West Atrium of the IE Multimedia Centre

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

	<p>Consuming Gendered Bodies in the Media: An Empirical Research Among Italian Teenagers Giulia Selmi University of Trento, Italy Rossella Ghigi Bologna University, Italy</p>
<p style="text-align: center;">Thematic session 02: Media and Politics I Venue: ICS Lab 006 Chair: Ana Cabrera New University of Lisbon, Portugal</p>	
11:30-13:00	<p>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</p> <p>The Role of the Political Newspaper in Shaping an Ideal Model of Ultra-Orthodox Woman Anat Feldman Achva Academic College, Israel</p> <p>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</p> <p>Framing Gender: Media Representation of Women Ministers in Spain Nuria Fernandez Garcia Autonoma University of Barcelona, Spain</p> <p>The Portrayal of Women Politicians in Israeli Popular Women’s Magazines Einat Lachover Sapir Academic College, Israel</p>
<p style="text-align: center;">Thematic session 03: Media and Violence I Venue: Engineering Auditorium II Chair: Cátia Ferreira Catholic University of Portugal, Portugal</p>	
11:11:30-13:00	<p>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</p> <p>Violence Against Women in Selected Nigerian Video Films and Novels Chioma Enwerem Imo State University, Nigeria</p> <p>When ‘Good Girls’ Die: A Portrait of A Homicide Victim in Jordanian Media Salam Al-Mahadin Al-Ahliyya Amman University, Jordan</p>

	<p>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</p> <p>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 Institute of Maia, Portugal Sara Fernandes, University Institute of Maia, Portugal</p>
<p align="center">Thematic session 04: Gender and Newsroom Culture Venue: ICS Lab 007 Chair: Zara Pinto-Coelho University of Minho, Portugal</p>	
<p align="center">11:30-13:00</p>	<p>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</p> <p>‘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</p> <p>Let’s Talk About Feminism in the Newsroom: Searching for the ‘Why of Gendered News’ Rita Basílio de Simões University of Coimbra, Portugal</p> <p>New Trends in Media: New Argumentation Strategies against Gender Equality Zuzana Madarová Comenius University, Slovakia Alexandra Ostertágová Comenius University, Slovakia</p>
<p align="center">13:00 – 14:00 Lunch Break Venue: West Atrium of the IE Multimedia Centre</p>	
<p align="center">14:00 – 15:30 Parallel Sessions</p>	
<p align="center">Panel session 02: Oppressed Women, Male Sexual Aggressors, and a Threat to Europe? Examining Gendered Perceptions of Islam in Mainstream Media Venue: IE Multimedia Auditorium Chair: Júlia Garraio University of Coimbra, Portugal</p>	
<p align="center">14:00 – 15:30</p>	<p>Sexual Violence in the Libyan War Júlia Garraio University of Coimbra, Portugal</p>

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

Thematic session 06: Gender and Media Institutions

Venue: ICS Lab 006

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

14:00 – 15:30

‘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

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

Greta Gober | University of Oslo, Norway

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

Jenifer Lewis | Nazarbayev University, Kazakhstan

Media and Women’s Rights

Saeide Moradifar | University of Isfahan, Iran

Asgar Safari | University of Isfahan, Iran

Thematic session 07: Media and Hegemonic Sexualities

Venue: ICS Lab 007

Chair: Ana Brandão | University of Minho, Portugal

14:00 – 15:30

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

Paloma Caravantes | Rutgers University, USA

Representations of Masculinity in Contemporary Turkish Films

Nejat Ulusay | Ankara University, Turkey

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

"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

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

Jonita Siivonen | University of Helsinki, Finland

15:30 – 16:00

Coffee Break

Venue: West Atrium of the IE Multimedia Centre

16:00 – 17:30

Parallel Sessions

Panel session 04: Gender and Media: An Interdisciplinary and Multi-Method Approach

Venue: IE Multimedia Auditorium

Chair: Rosa Cabecinhas | University of Minho, Portugal

16:00 – 17:30

(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

Women, 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

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

Thematic session 08: Media and (Gender) Representations

Venue: ICS Lab 006

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

16:00 – 17:30

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

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

Amanda Frank, Nazarbayev University, Kazakhstan

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

	<p>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</p> <p>Celebration vs. Objectification: Exploring the significance of femininity in representations of women's waged work in commercial and labour newspapers in Canada during the Second World War Tracy Moniz Mount Saint Vincent University, Canada</p>
<p align="center">Thematic session 09: Transformational Media Venue: Engineering Auditorium II Chair: João Manuel de Oliveira University Institute of Lisbon, Portugal</p>	
16:00 – 17:30	<p>Gender and Visual Arts Education Nadine Plateau SOPHIA – Belgian Coordination Network for Gender Studies, Belgium Rita van Gool Netherlands Council of Women, Belgium</p> <p>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</p> <p>Subaltern Subjectivities and Subcultures. A Case Study in the City of Puebla María Arteaga-Villamil University of Barcelona, Spain</p> <p>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</p>
<p align="center">Thematic session 10: Gender and Fiction Venue: ICS Atos Room Chair: Tonny Krijnen Erasmus University Rotterdam, Netherlands</p>	
16:00 – 17:30	<p>Gender in the Reception of TV Fiction: An Empirical Investigation Amongst French Students Laetitia Biscarrat University of Saint-Etienne, France</p> <p>Deconstructing Gender Stereotypes in Television Series: A Case Study of HBO's the Newsroom Flavia Hasselmann University of Coimbra, Portugal</p> <p>Un-African? Representations of Homosexuality in Two Contemporary Nigerian Films Frida Lyonga University of Basel, Switzerland</p> <p>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</p>

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

The New 'Domestic Woman' and Television Dramas in Japan

Novella Gremigni | University of London, UK

17:30 – 18:00

Coffee Break

Venue: West Atrium of the IE Multimedia Centre

18:00 – 19:30

Plenary session 2

Venue: IE Multimedia Auditorium

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

Sensitive to Others: Emotions, Care and Communicative Justice

Maria João Silveirinha | Journalism and Media Research Centre, Portugal

Medical Cases of Moral Panic in the Media: When the Organic Becomes Political

Cláudia Álvares | Lusophone University of Humanities and Technologies, Portugal

20:00 – 23:30

Dinner and Social Events

Venue: Nogueira da Silva Museum
Avenida Central 61, Braga

I SATURDAY, JUNE 21 I

8:30 – 10:00

Parallel Sessions

Panel Session 05: The neoliberal postfeminist subject as transnational technology: 'new' permutations of femininity in Southern Europe

Venue: IE Multimedia Auditorium

Chair: Ella Fegitz | Goldsmiths College, UK

8:30 – 10:00

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

Ella Fegitz | Goldsmiths College, UK

Negotiating postfeminist heterosexual femininity online

Laura García-Favaro | City University, UK

Thematic session 11: Gender and Advertising II

Venue: IE Room 009

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

8:30 – 10:00

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

Yaiza Janssens | Ghent University, Belgium

Perfume Advertisements and Their Manipulation of the Female Body

Meriam Achemlal | University Mohammed 1st Oujda, Morocco

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

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

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

Thematic session 12: Gender and Digital Media I

Venue: IE Room 0010

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

8:30 – 10:00

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

Women and Digital Reading: The Gendering of Digital Reading Practices

Carla Ganito | Catholic University of Portugal, Portugal

Cátia Ferreira | Catholic University of Portugal, Portugal

Digital Labour - Gender and Online Fan Art

Tonny Krijnen | Erasmus University Rotterdam, Netherlands

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

Naina Athalye | Holistic Child Development India, India

Luchadoras, Stories of Empowerment Delivered through New Technologies

Lourdes Barrera | Rompeviento TV, Mexico

Thematic session 13: Media and Violence II

Venue: IE Room 0020

Chair: Rita Basílio de Simões | University of Coimbra, Portugal

8:30 – 10:00

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

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

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

Bailey Gerrits | Queen's University, Canada

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

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

Ebtihal Mahadeen | University of Edinburgh, UK

Thematic session 14: Media and Politics II

Venue: IE Room 0021

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

8:30 – 10:00

Contexts Appearance of Female Politicians in the Print Media in Serbia

Dijana Suboticki | University of Novi Sad, Serbia

Gendering in Political Journalism Behind the Curtains: Journalists' Perspective

Liudmila Voronova | Södertörn University, Sweden

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

Maria Belen Ordonez | York University, Canada

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

Angelia Wagner | University of Alberta, Canada

10:00 – 10:30

Coffee Break

Venue: West Atrium of the IE Multimedia Centre

10:30 – 12:00

Parallel Sessions

Panel session 06: Feminine Politics: Gender Policies, Female MP's Visibility Strategies and Journalistic Narratives

Venue: IE Multimedia Auditorium

Chair: Ana Cabrera | New University of Lisbon, Portugal

10:30 – 12:00

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

Ana Cabrera | New University of Lisbon, Portugal

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

The representation of gender values on the press photographs of Portuguese MPs

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

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

Thematic session 15: Media and Reproductive Rights

Venue: IE Room 009

Chair: Gisele Fonseca | University of Minho, Portugal

10:30 – 12:00

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

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

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

Diana Andringa | University of Coimbra, Portugal

Thematic session 16: Gender, Cinema and Videogames

Venue: IE Room 0010

Chair: Isabel Macedo | University of Minho, Portugal

10:30 – 12:00

Cher's Music Videos ... Gender as Performativity

Orquídea Cadilhe | University of Minho, Portugal

Femininities in Popular Music: Women in Spanish Music Videos

Núria Araña | Rovira i Virgili University, Spain

Cilia Willem, University of Barcelona, Spain

Iolanda Tortajada, Rovira i Virgili University, Spain

Gender Subtexts in Narratives of the Nation in Mainstream Indian Cinema

Gauri Bhure | International School of Stuttgart, India

Die Plastikfrau: Misrepresentation of Women in German Reality Shows

Susana Wichels | University of Coimbra, Portugal

Thematic session 17: Gender and Media Coverage

Venue: IE Room 0020

Chair: Júlia Alves Brasil | University of Minho, Portugal

10:30 – 12:00

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

Tarja Savolainen | University of Helsinki, Finland

Armed with the Pen and the Microphone

Claudia Dal-Bianco | Women's Solidarity, Austria

Gender-sensitive Training for Media Practitioners

Kristine St-Pierre | Carleton University, Canada

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

Isabel Freire | University of Lisbon, Portugal

Reflections of Gender in the Media

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

Thematic session 18: Gender and Digital Media II

Venue: 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

10:30 – 12:00

The Differences between Cyberbullying and Bullying

Juan Plaza | Loyola Andalucía University, Spain

Cristina Pulido | Loyola Andalucía University, Spain

The Role of Gender in the New Professional Trends of Media

João Miranda | University of Coimbra, Portugal

Globalization of the Body and Gender in Media

Tuija Parikka | St John's University, USA

Gender and ICT: Online Anti-Rape and Feminist Activism

Adrija Dey | University of Hull, UK

12:00 – 12:45

Plenary session 3

Venue: IE Multimedia Auditorium

Chair: Carla Cerqueira | University of Minho, Portugal

Women and Decision-making in European Media: Where We Are Now and The Challenges Ahead

Karen Ross | Northumbria University, UK

12:45 – 13:00

Closing ceremony

Venue: IE Multimedia Auditorium

Rosa Cabecinhas

Principal Investigator of the Project “Gender in Focus: Social Representations in Portuguese Generalist Newsmagazines”

Carla Cerqueira

Head of the Organizing Committee

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

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

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

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

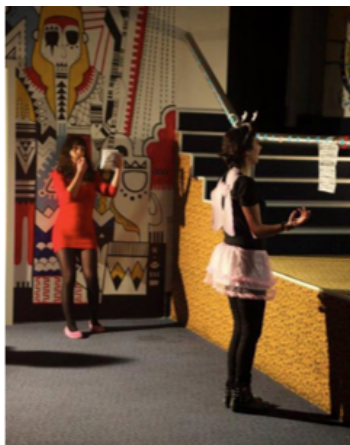
Phone: (+351) 253 609 250

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

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

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



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

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

Please follow us for updates at:

<http://genderfocus2014.wordpress.com/>

<https://www.facebook.com/GF2014Conference>

