



**Communication
and Citizenship**
IAMCR Conference
2010 Braga Portugal

iamcr2010portugal.com

Book of Abstracts: **Gender and Communication** Section

Internalizing the Taboo: Israeli Women Respond to Commercials for Feminine Hygiene Products

Sigal Barak Brandes – School of Media Studies, College of Management Academic Studies, Israel., Israel · brandes1@zahav.net.il

A considerable body of literature deals with the perception of menses in different cultures. One major avenue of research relates to the messages about menses and the female body that are conveyed by commercials for feminine hygiene products. However, we are unaware of any studies that have focused on the other side of the interaction – the target audience of the advertising campaigns. In other words, a question that remains unanswered is how women perceive the messages in these commercials. This paper presents the criticism of such promotional texts as expressed by Israeli women. Their views on the subject emerged unexpectedly from an extensive feminist reception study that examined, for the first time, how women in Israel interpret images of women and femininity in TV commercials. Many of the women were found to be extremely critical of the use of the female body and bodily functions in a manner which exposes to public view issues that are meant to be private and intimate, thereby arousing embarrassment, shame, and even ridicule, especially when younger family members are present. In addition, they were both critical and scornful of the customary advertising strategies that are employed systematically in these commercials. Their responses are likely to be an indication of how Israeli women contend with patriarchal and repressive cultural messages relating to their femininity. The paper discusses all these findings in the Israeli socio-cultural context and attempts to identify different interpretive communities in the diverse population of Israeli women in respect to these texts.

Combat Cuties: The Visual Portrayal of Women Soldiers in Israel

Eva Berger – College of Management, Israel, Israel · eberger@bezeqint.net
Dorit Naaman – Queen's University, Canada · naamand@queensu.ca

Women's military service has been the focus of ongoing controversy in various cultures because of its implications for the gendered nature of citizenship. While liberal feminists endorse equal service as a venue for equal citizenship, radical feminists see women's service as a reification of martial citizenship and cooperation with a hierarchical and sexist institution. Even though military service in Israel is mandatory, issues pertaining to this controversy have arisen there too, and the military establishment has had to deal with the subject. The army faces on the one hand increasing demand by some women to take on combat roles, and on the other- the attempt of others to avoid military service (based on both religious and ideological claims). Enloe (1983) provides examples of the military's institutional ambivalence to women. In the US army, for example, women are asked to keep their hair short, but not so short as to be "unfeminine." And in the US marines, they are required to tweeze their eyebrows in the regulation arch. And she points out that this ambivalence is captured most clearly in a recruitment brochure featuring a picture of an attractive woman in a combat helmet with a caption that reads: "Some of the best soldiers wear lipstick" (p. 119). Traditionally mass media are considered to provide an accurate picture reflecting dominant social values and ideological struggles over hegemony. And while visual



Universidade do Minho

media reflect the controversy over women's participation in combat roles, they contain the image of the woman fighter in ways that do not challenge either the gender status quo, or women's perceived roles in the nationalist-militarist paradigm. This paper (part of a project analyzing still images published in the press between 2006 and 2009) provides an analysis of a photograph portraying a woman soldier that appeared on the cover of a special supplement attached to the March 2008 issue of "Bamahane" - the Israeli army's official monthly magazine. The photograph is also contrasted and compared to the photograph of a male soldier, this one on the cover of the magazine itself. The photograph features a woman in full combat gear preparing to launch a hand grenade, while simultaneously smiling broadly and flirtatiously at the camera. We argue that in order to accommodate the overt and legally sanctioned form of female violence, such images resort not only to sexualizing the female body, but also to presenting the woman soldier as participating (and accepting) her role as an object of (male) desire, rather than a free subject, or an agent of the nation. These findings are not surprising, both because the venue for publication of the photographs is the official army magazine, and because it would be a mistake, generally, to view an imperialist and sexist army as the location for women's liberation. In addition, mainstream media – especially as they appeal to women as the main consumers – do not accommodate radical forms of femininity or feminism, but rather reinforce a gendered status quo.

VIOLENCE AGAINST WOMEN IN JORNALISM: AN ANALISYS THE MEDIA AGENDA-SETTING

Sandra Azevêdo – , Brazil · sandraraquew@yahoo.com.br

This work analyzes sociologically the media agenda setting on violence against women in journalism. Therefore, its locus investigation consists of three relevant social and mediatic events included in the debate about gender-based violence in newspapers from Paraíba, which are, the murder of the students Maria Cristina Batista da Silva (1990) and Marcia Barbosa (1998), and the efforts in the implementation of specialized health services aimed at women victims of violence (1995). Through this investigation process of the social production of news, we gradually realize how gender social representations are built in the mediatic discourse, which sometimes highlights the dramatic aspects of the crimes against women and sometimes highlights the strategic actions of organized civil society such as local feminist NGOs Centro da Mulher 8 de Março and Cinhã-Coletivo Feminista, which try to denaturalize the gender-based violence in the press and also influence the public discussion on this issue from different perspectives.

The professional acculturation process of the advertising employees: a response for the gender gap in the creative departments?

Alejandra Hernández – University of Alicante, Spain · alejandra.hernandez@ua.es

Marta Martín-Llaguno – University of Alicante, Spain · marta.martin@ua.es

Marina Beléndez – University of Alicante, Spain · marina.belendez@ua.es

One of the strategic objectives adopted at the last conference on women sponsored by the United Nations (Beijing, 1995) stated the need to promote a balanced and non-stereotypical portrayal of women in the media. To achieve this goal, one of the actions to be taken by advertising organizations was to develop professional guidelines and codes of conduct and other forms of self-regulation to promote the right image of women. However, no specific mention was made of the need to increase, in the advertising industry, the participation and access of women to the departments responsible of creating the messages. Although the Spanish advertising workforce is increasingly feminized, some departments (like creative services) are over-represented by men. With the emphasis on the control of the message and not in the access of women to expression and decision making positions, the sexist advertising could be perpetuated. Given that the lifestyles needed to succeed in the creative departments could systematically exclude employees with family responsibilities from these tasks, the professional acculturation process and the career and family plans of its workforce could be some of the possible

explanations for the under-representation of women in creative departments. With this background, this work focuses on the process of socialization for work undertaken by advertising employees during college. Specifically, we propose to analyze, with a gender focus, the family and work expectations of a sample of future advertising employees. For this aim, we have administered a questionnaire on personal and professional expectations to a sample of 350 Spanish advertising students. Our results show that there are gender differences in the department chosen to work. In this sense, the creative department is over-represented by males. However, there are no gender differences in the expectations of starting a family (having a partner and children), in the contingent/linear relationship between family and work and in the anticipated work-family conflict expectations. These results suggest that the gender gap in the creative departments could respond to exogenous factors (such as formal and informal mechanisms of recruitment) and not endogenous (such as planning for personal life).

COMMUNICATION, CITIZENSHIP AND GENDER VIOLENCE: A CASE STUDY FOR ITS APPLICATION

Elena Goldaraz – journalism professor, Spain · elenabandres@gmail.com

Gender violence has been presented in couple relationships for centuries, as a consequence of the ancient domination of men over women. However, it was not until the IV Worldwide Women Conference, which took place in Pequin in 1995, that countries began establishing laws for trying to prevent this type of violence. In December of 2006, the General Assembly of the United Nations approved a general resolution which asked for greater efforts to eliminate all forms of violence against women. Since then, the international legislative effort has been constant and, even though all countries have elaborated their own laws to eradicate this type of violence, it is factual that different societies have still not assimilated this situation as a social problem, which is a vital step for its eradication. We consider that part of this lack of social consciousness is due to the media's behaviour in the broadcast of this kind of information. They suffer the consequences of the rapidity with which news have to be transmitted currently to be ahead of the competitors. This haste for transmitting information normally causes the emission of information without sufficient data to reflect the drama adequately. The lack of time to obtain other images and to deepen in the information, as well as the inexperience of journalists, causes the use of clichés in the language that mistake the information. Terms such as crime of passion, the lover of the woman, sewn to stabs, a rosary of blows destroyed her face, etc. are employed, when the semantic creativity should be subordinated to the description of the abusing one and never to the story of the crime or the victim since these are the first steps to open sensationalism and morbid curiosity. Nevertheless, the opposite thing occurs. The bad use of the audiovisual narrative mechanisms denatures, quite often, the drama produced by gender violence. Generally, the images involve spectacle. Therefore, it should be the professional's job to adjust them to a strictly informative approach since, the current process, far from condemning the facts, contributes to the abusing one its five minutes of television glory instead of the pertinent social prison sentence. As a result, in our opinion, we consider that this way of acting may be converting mass media in motors of imitation instead of being motors of sensitizing against gender violence. For this reason, we propose the media a small auto-regulatory code (most of them have one but it is not effective) when it comes to narrating these news and moreover, we suggest that they use the most educated and aware of these types of issues citizens as testatrix/controllers of their information. Today, more than ever, the public needs to be present in the board of trustees of the media.

Sex structure of occupations in the advertising industry: Where are the female ad practitioners?

natalia pueyo – , Spain · natalia.pueyo@uab.cat

Female advertising professionals are facing discrimination mechanisms which are not expected from a modern and progressive industry as advertising. But sexist attitudes and gender bias make it difficult for women to break through the glass ceiling. Nonetheless, the advertising industry lacks an official labor census. For this reason, access to quantitative data on the ad workforce is very limited, and detailed data about the sex structure of the

occupations in the ad industry is hardly available. Thus, it is difficult to gather information on the number of women working in advertising companies, the hierarchical positions they occupy or the average wage they earn. This lack of data shows the need to develop structural studies on the advertising industry and the human capital from a gender perspective. In fact, the industry is claimed to employ a high percentage of women and is, therefore, considered as a “feminized” business. But the few authors who have studied the gender dynamics in advertising agencies have found that there are very few women at the top, in management and in advertising creative departments. Consequently, industry recognition for female’s work is fleeting. Therefore, the aim of this study is to analyze the presence of female advertising practitioners who have worked on the best advertising campaigns, according to the five most-read professional advertising magazines in Spain: Anuncios, Control, El Periódico de la Publicidad, IPMARK and El Publicista. In each issue, the magazines feature a “Best-of”-section in which the staff for the selected campaigns is specified. The methodology is based on a quantitative content analysis and the universe consists of 8286 campaigns published between 2004 and 2008. The sample consists of 581 campaigns which have been examined in order to determine the departments and the job position women are represented in. This study finds evidence of the horizontal and vertical segregation in the ad industry. Female advertising practitioners are, all in all, under-represented in the staff involved in the best-considered commercials, as the account for only 40 percent. Women are also scarce in the creative and in the strategic planning department, while they’re over-represented in the accounting and the media department. The data reflects that women are blocked from breaking through the “glass ceiling” and are stuck on the “sticky floor”. The leadership positions, for example, are represented by a vast majority of men in all departments, especially in creative positions such as executive creative directors. In general, the analysis of the data shows the trends of gender bias in the occupational structure of the advertising industry, as women are not only occupying inferior job positions as men, but are also barely involved in the ad creation process. Even though they make 80-85 percent of all consumption decisions, they account for less than 20 percent of the creative staff. Or put the other way round: the ad industry is still ruled by an “old boys club”.

Gender and Journalism Education in Australia: Equity, ethics and ignorance

Louise North – Monash University, Australia · Louise.North@arts.monash.edu.au

There has been a dramatic increase in the number of female students undertaking journalism and/or communication degrees around the world in the past 35-40 years, and Australia is no exception. In Australia female students take up these courses at more than double the rate of male students (Putnis and Axford, 2002). Yet this influx within academic institutions has not changed the newsroom location of female journalists. Women on average make up about 38 percent of journalists worldwide, including in Australia (Gallagher 1995) and this figure has remained stable over the past 15 years (Len-Rios, Rodgers et al. 2005). In the newsroom women are still located en masse in low status, low income positions, struggling to attain real influence in editorial decision-making roles. Various international reports indicate that women are 0.6 percent to 12 percent of editorial decision-makers. A stark example of this gender inequity in Australia is evident in 2009 statistics which show that of the nation’s 21 major metropolitan newspapers 18 are edited by men - interestingly the three women edit Sunday papers where soft news proliferates. In my 2009 book the *Gendered Newsroom*, I argued that the absence of substantive education about gender issues and newsroom culture in university journalism courses helped maintain gender inequality in the industry. Education about such issues would enable all journalism students to better understand the embodied nature of the newsroom, and for women and some men, how they might better survive, or thrive, in a predominately hegemonically masculine, ‘blokey’ newsroom. The book called for further investigation into what extent gender issues – framed as an ethical consideration about content and production - are being made transparent in university journalism courses. This paper therefore, aims to investigate if and how issues of gender are taught in journalism undergraduate courses. It examines published descriptions of undergraduate journalism courses in 30 Australian universities, providing an overarching case study about the teaching of gender in journalism education. What the research finds is disturbing: none of the journalism degrees or majors on offer in Australian universities includes a unit that has ‘gender’ in its title. A

further analysis of unit synopses confirms that gender is ignored in course content. Clearly, feminist or critical pedagogies are absent in journalism education in Australia. I hypothesise why there is such reticence to include gender issues in journalism education, and why this is problematic for an industry undergoing significant change at every level of production and consumption. I conclude by briefly suggesting what a gender and journalism unit might look like.

PROUD AND VISIBLE CITIZENSHIP: ISRAELI GAY & LESBIAN INTEGRATION WITHIN THE CIVIL CORE

Amit Kama – Academic College of Emek Yezreel, Israel · amit8860@yahoo.com

This paper is written twenty years after homosexuality was removed from the Israeli legal code. In just two decades gay men and lesbians (lesbigays, from now on), who mostly lived in the silent margins of Israeli society, have emerged into the public stage and are now nearly full fledged citizens. Two distinct eras can be demarcated: the era of complete erasure prevalent until the early 1990s and the current era of robust visibility and civil status on a par with heterosexual citizens. When lesbigay existence was fragile and all but eradicated from the public sphere no sense of community was consolidated. Consequently, demands for full participation in civil society and civil rights were quite unfeasible. An aggregate of 'second-class' citizens who had only their sexual orientation as a common denominator developed into a rather strong, vociferous community who enjoys not only nearly full civic rights but also a distinct visibility. Lesbigays conceivably constitute the strongest minority in Israel today. Most of their demands for equality have been met and resolved and their presence in the public sphere and various social, cultural, and political institutions is quite ubiquitous. My presentation will focus on the shift from total symbolic annihilation into a taken-for-granted presence in the national media and its significance as an explicit evidence for a virtually universal yearning for inclusion on the part of the lesbigay community, on the one hand; and a willingness by the majority to embrace or integrate them, on the other hand. Notwithstanding the term "lesbigay", in the context of media participation gay men and lesbian women are polarly posited: Whereas the latter have not quite moved beyond the symbolic annihilation stage, the former enjoy media integration. Gay men are now continuously and rather sympathetically represented in a rich array of images on a daily basis. Gay men – fictional characters and real individuals – constitute a vital part of the public discourse. The pervasiveness and commonness of this phenomenon will be illustrated with a few cases. Gay actors on the public stage are quite frequently members of mainstream Israeli society. Many offer a rather coherent image of wholesomeness, at least in respect to their civil and social conventional 'duties'. They are more often than not individuals who have settled into a heterosexual-like pattern of familism, thereby conveying a message of integration and consensual 'normalcy'. I will conclude by explaining how media practices constitute indices of a 'grand-narrative' of the trajectory of mainstreaming of Israel lesbigay individuals. Visibility and citizenship are hence complementary manifestations and go hand-in-hand. 'Normative citizenship' is deemed proper and fought for by lesbigays who have been traditionally relegated to a liminal position. In other words, citizenship is perceived as the solution for this minority group to enjoy the full benefits the state allocates to its 'loyal' and 'respected' citizens. So far, it seems that the state has indeed – albeit painfully piecemeal and obdurately – acknowledged lesbigays' rights and conceded to grant them their share of the national symbolic and material goods.

Personal narratives as media discourse: co-constructing gender norms in a women's page

Yow-Jiun Wang – National Cheng Kung University, Taiwan, Taiwan · yowjiun@mail.ncku.edu.tw

This paper explores the possible role of personal narratives in the co-construction of gender norms when they appear in the form of media discourse. Studying reader-contributed 'true life stories' in a women's page, the researcher looks at how the mediated personal narratives, mostly concerned with family life and relations, may dialogue with gender norms in telling about one's life experience or story while representing the perspective of

'common women'. In giving retrospective accounts of life fragments, the storytellers reflect on their personal doings or problems encountered in the past, usually with words of self-evaluation or justification. As the newspaper in the case has a long history of conservative ideology, the reference point for self-evaluation and self-justification in these narratives tends to be mainstream gender norms and moral codes. Nevertheless, the storytellers do not necessarily subject themselves to these norms and codes without discontent. From time to time they tell about their doubts and their efforts to negotiate with them. Sometimes, alternative solutions are proposed, as a result of negotiation. In either conforming to or negotiating with the norms and codes, these personal actions or questions are ultimately justified in the course of narration. In doing so, they turn the women's page into a negotiating space, where the readers as authors interpret and redefine the norms and codes regarding their social roles from the position of ordinary women. In the meantime, as part of media discourse, these personal narratives serve to represent the common understanding of gender norms and codes, giving the sense of social reality. That said, the participatory communication is always undertaken within the media institution and cannot go outside the reign of the underlying ideology of the newspaper.

"Feminism rules! Now where's my swimsuit?": Representing (post)feminism in British and American newspapers
Kaitlynn Mendes — , United Kingdom · kmendes@dmu.ac.uk

Forty years after the start of the second-wave women's movement, "(post)feminism" remains a hotly contested topic in much of the Western world (Genz and Brabon 2009). While some insist it is dead, others argue it is alive, well and as relevant as ever (Valenti 2007). While this paper does not seek to verify if (post)feminism is dead or alive, it is interested in how these debates are mediated in the popular press, and what these constructions tell us about our current society. While I have previously examined representations of feminism and its goals during the height of the women's movement, 1968-1982 (Mendes forthcoming), I am now interested in more contemporary constructions, examining how they have shifted over time. Specifically, this paper will examine what issues are currently associated with feminism, what role (if any) feminism has in current society, how second-wave feminism is remembered, and what consequences old or new feminism has had on society. As a result, this paper will present results from a content analysis and critical discourse analysis of nearly 400 articles from six British and American daily newspapers in 2008. I argue that feminism today is associated with a wider range of issues than during the second-wave women's movement – which came to be defined around equal rights and to a lesser extent, abortion (Bradley 2003; Mendes forthcoming). Today however, my research shows that feminism is associated with issues surrounding beauty, sexual freedom, workplace equality, racial inequality and gender roles. The plurality of issues reflects more contemporary feminist debates. Furthermore, when examining coverage overall, it becomes clear that public discourses surrounding feminism are fractured. While many articles constructed feminism as redundant (Gerhard 2005; McRobbie 2007), or as having negative connotations (Douglas 1994; Hinds and Stacey 2001; Lind and Salo 2002), there was also ample evidence that feminism has had a positive influence on society, and acts as a useful, relevant and necessary tool for women. What these fractured constructions indicate is that the ideological battle to define feminism is far from over, but has come a long way, baby. References: Bradley, P. (2003). *Mass Media and the Shaping of American Feminism, 1963-1975*. USA: University Press of Mississippi. Douglas, S. (1994). *Where the Girls Are: Growing up Female with the Mass Media*. New York: Three Rivers Press. Genz, S. and Brabon, B. (2009) *Postfeminism: Cultural Texts and Theories*. Edinburgh: Edinburgh University Press. Gerhard, J. (2005). 'Sex and the City: Carrie Bradshaw's queer post-feminism,' *Feminist Media Studies*, 5(1): 37-49. Hinds, H. and Stacey, J. (2001). 'Imaging Feminism, Imaging Femininity: The Bra-Burner, Diana, and the Woman Who Kills.' *Feminist Media Studies* 1(2), pp. 153-177. Lind, R. A. and Salo, C. (2002). 'The Framing of Feminists and Feminism in News and Public Affairs Programs in U.S. Electronic Media.' *Journal of Communication* 52(1), pp. 211-227. McRobbie, A. (2007). 'Post-feminism and Popular Culture: Bridget Jones and the New Gender Regime' In Y. Tasker and D. Negra (eds). *Interrogating Post-Feminism*. Durham: Duke University Press. Mendes, K. (forthcoming) *Feminism in the News: Representations of the feminist movement since the 1960s*. Basingstoke: Palgrave. Valenti, J. (2007). *Full Frontal Feminism: A young woman's guide to why feminism matters*. Berkeley, CA: Seal Press.

Opportunities in Female Journalism – A Door, Still Only Ajar. A Case Study of Switzerland

Martina Leonarz – University of Zurich, Switzerland · leonar@bluewin.ch

As in many other countries, women rarely fill top positions in big firms here in Switzerland. The media sector is no exception: The air at the top seems to be especially thin for female journalists. Their relative absence in “the corridors of power” leaves its traces in society. In most cases, men still decide upon the content of the media. Since media are considered to be co-producers of gender constructions underpinning cultural values, it is of great significance who is in authority. The applicant of this proposal examined in her postdoctoral project the situation of female journalists in Switzerland. As a theoretical framework, she referred to feminist perspectives. The debate between “equality” and “difference” is of essence. Representatives of the former refer to liberal feminism and they may plead for becoming “equal to men” in adapting masculine values. On the opposite side, we find agents who contradict this “equality-approach”: They deny all patriarchal structures. They refer instead to their specific feminine strengths. A third theoretical approach refers to the fact that all women are different, that gender is something “we do” and may change due to the situation. This (de-)constructivism refers, among other things, to post-feminist ideas. It is of interest, whether and how the female journalists refer to these premises and whether these ideas prevail in their work. Methodologically, the applicant conducted qualitative in-depth interviews with 23 female journalists of differing backgrounds and differing professional biographies. The leading questions for the interviews encompassed the situation at work, the “newsroom culture” they perceive, their professional biography, their socialization, the modality of their daily work and what they experience being a woman in journalism. Special emphasis were given to questions which had been deduced from existing empirical surveys, such as the glass ceiling, double bind, vertical and horizontal segregation, “feminine” journalism, gender mainstreaming, empowerment, etc. Results: The applicant of this proposal can show – among others – that overall the situation in the newsrooms and in the professional field has improved for female journalists. Open discrimination or even sexism that were a fact in the 70s and 80s (and even in the 90s) have almost vanished. Yet, subtle discrimination is still noticeable in such ways as it takes more effort for female journalists to get in higher positions and even more effort to stay there. On a reflexive level the applicant argues that interviewees who are still in the middle of their professional career seemed to be more reluctant to talk openly and critically about their curriculum and situation at work than those who are not (or not anymore) on the pay roll of a media company. This additional finding must be considered when interpreting the data.

NATIONAL NEWSPAPERS: WOMEN PLACE IS NOT IN HEADLINES

Umi Lasminah – LSPP, Indonesia · umeegila@yahoo.com

There is not any progress of achievement for national newspaper in term of encouraging women as the headliner. Women place is not in the headlines of Indonesia national newspaper for 2009. As I have studied headlines of two national newspapers in 2003-2004, that showed, even when the president is a woman, the headlines newspaper attitude did not have change towards women. Headline is still for male readers and viewers. This paper is part for my continuing research on women in headlines. As in 2003 limited media coverage on women in government, has shown that even the head of government is a woman, there were no guarantee that women will had wider space. And for 2009, the headlines and front page of national newspaper will showed us that there are not any significant changes on how women is portray in newspaper. And the finding were even more derision towards women. I have discovered that is there are three types of woman who might have space for news in the headlines or front page: a criminal, a relative to bureaucrat or victim of condition or situation. Those findings will reveal through the research of three national newspapers, two in Bahasa Indonesia language Kompas and Media Indonesia, and one a prominent English language newspaper the Jakarta Post. Range of time newspaper research was in time of 2009 news headline and front page coverage. And as the consequence of choosing the national newspapers, where the headline are the trend of politics and current

economic, or I will not use weekend edition. The reasons are, the weekend edition as usual have lots of pictures of women in the headlines as well dominate the space in front-page for it represent women stereotype as entertain and light.

Female celebrities in women's and men's lifestyle magazines

Ana Jorge – FCSH-UNL, Portugal · anaratojorge@gmail.com

Within the scope of a research project focused on “The discursive representation of women in Portuguese women's and men's magazines”, we propose to compare and contrast the representation of female celebrities, characterizing the ways in which they contribute to the wider representation of women by each type of media, to female and male audiences. Lifestyle magazines are a privileged instrument in celebrity culture, as they function as secondary media (Fiske), serving as key media in cultural industries promotion. The level of sophistication of these productions, however, often works as first level achievements. The project analyzed three titles of Portuguese women's (Activa, Cosmopolitan, Máxima) and of men's magazines (FHM, Maxmen, Men's Health) in the editions of March, June, September and December 2008 and March 2009, according to sales peaks. We used a quantitative analysis, based on a liberal feminism/post-feminism grid, on the articles mentioned on the covers, and, in a second phase, a critical discourse analysis on selected features of the magazine. On analyzing female celebrities, we will pay attention to the ways in which public and private spheres (namely the articulation between the dimensions of career and family, relationships, sexuality, consumption) are articulated for Portuguese and foreign, as well as for younger and older, celebrities, and ‘anonymous’ women. This analysis shows first how the Portuguese culture is very much focused on television, and then on music and cinema, for celebrities in both kinds of magazines come mainly from those areas. Television celebrities, local or global, are portrayed as being closer to the reader, whereas cinema actresses often have their characters compared to their private real lives. Secondly, women's magazines feature female celebrities much more frequently and in more varied ways than men's, the former connecting celebrities to consumption, body, career, and lifestyle. This reveals how female celebrities give body to the individualism purported by women's magazines and are subject to objectification in men's magazines. In women's magazines, celebrities express a discourse of ‘choice’, where women are disciplined and can choose from the plethora of options available in the contemporary world, succeeding in their careers but at the same time showing the perfect articulation with traditional private life options, producing what Angela McRobbie (2009) calls ‘double entanglement’ between neo-liberalist and traditionalist discourses. On the other hand, men's magazines tend to objectify female celebrities, be it through discourse, making use of jokes, language games and truncating citations out of their context, be it through image, which portray women as sexually available, in spite of or because of their professional successes.

From Image Realities to Social Realities: Unpacking Pleasure and Procreation in TV and Press Advertisements of Sanitary Napkins and Contraceptives in Bangladesh

Umme Sultana – Lecturer, Department of Women and Gender Studies, University of Dhaka, Dhaka, Bangladesh, Bangladesh · ubsultana@yahoo.com

Abstract This research investigates the intersectional representations of gender and sexuality in relation to pleasure and procreation in TV and press advertisements of sanitary napkins and contraceptives in Bangladesh. It unpacks the connection of these representations with the social relationships of gender and sexuality that are influenced by the dominant gender and sexuality norms and discourses as well as institutional settings. The research contributes to a nuanced understanding of constructions of pleasure in relation to gender and sexuality in media representations. While I originally assumed polarized representations, objectification of women's bodies and procreative capacities in relation to men's sexual pleasure, the picture is not so clear cut. In fact female sexual pleasure is present in the ads, though within the heteronormative, marital relations; while

heteronormativity is not a dominant frame of male sexuality. Furthermore, given that the advertisements target urban, middle-class audience, modernity versus tradition appears as a dominant frame of femininity, the former largely defining femininity within both domestic and professional spheres of life. The research does not claim that things are considerably better in terms of changing gender and sexuality relations. Rather, it points towards the need for further exploration to have a holistic understanding of the complexities surrounding gender and sexuality both in lived realities and institutional contexts; away from a singular representation of female sexuality as passive and procreative-which has been often considered as the definitive story of female sexuality.

Purity: Breaking the Codes of Silence

Igal Mashiah – School of Media Studies, College of Management, Israel, Israel · ygalma@013net.net

Israeli documentary film has been experiencing a unique trend over the past few years. Aside from the fact that the field has opened its doors to large numbers of women filmmakers, their films have become increasingly courageous, breaking the codes of silence imposed on women by the ethos of the conservative establishment, and serving as a channel for women's dissent in male-dominated sectors of Israeli society that do not allow for expression and introspection by women – such as the Jewish-Orthodox world. These films have become the trigger for a lively popular debate as well as for research in all fields of academia. This paper – part of a larger project analyzing various such sectors – deals with *Tehora* (or *Purity*, in English) a film by Anat Zroia, a secular woman turned orthodox. This biographical fact provides the director with a special perspective and makes her observations doubly courageous and fascinating. Like other films in the relatively new genre, this film, too, treats subject matter that had been hitherto silenced in Israel. And like other traditional women's films, Zroia uses her art as a tool for protest against some of Israel's Orthodox Jewish culture's most deeply rooted customs. The film exposes the audience to scenes such as women asking rabbis (men, of course) for permission to use contraception, and focuses a critical lens on the laws of purity (like ritual baths, abstinence and other limitations on sexual behavior), exposing their absurdity and inherent chauvinism. The film brings us face to face with cruelty of rabbis who senselessly impose – on women only – thousand year-old laws for the control of married life and intimacy. The film further emphasizes the fanaticism through the presentation of Orthodox Jewish women who immigrated to Israel, and whose life abroad, which they considered conservative and choking, now seems like a most liberal existence. As was the case in previous parts of the research project, here too, it is the contention of the author that these films represent the first cracks in Israeli women's acceptance of their reality. They bring into consciousness and raise topics for public discourse of subject matter that was, until now, almost taboo.

Beyond Access and representation: women, media and citizenship in Nigeria

Kate Omenugha – NNAMDI AZIKIWE UNIVERSITY, AWKA, NIGERIA, Nigeria · komenugha@gmail.com

Walter Ihejirika – Federal University of Port Harcourt, NIGERIA, Nigeria · wihejirika@yahoo.com

Venatus Agbanu – Anambra State University, Uli, NIGERIA, Nigeria · venagbanu@yahoo.com

Although there has been an increase in Nigerian women's access and participation within the media training institutions and industries, they have continued to be 'silent partners' of development in Nigeria. Often women's voices are not heard as issues that are debilitating to women's progress within the society are often relegated to the background by the media. The result is that women's citizenship rights are circumvented, increasing their inability to participate as full citizens and equal partners in development. This is despite the increasing number of women that have entered journalism profession and have continued to hold key decision making positions in the media industries. This on the surface seems to suggest that mere increase of women in the media industries would not necessarily change media output to favour gender balance. Yet, of great concern is the apparent lack of enthusiasm with which women journalists use their potentials and the potentials of the media to push

women's rights and issues. This seem evident from the paucity of female bylines, especially in the print media. Of great concern too is the lack of luster in women's journalism careers as they seem to merely wish to maintain the status quo, unable to challenge encroachment on their rights as citizens. This study explores the circumvention of citizenship rights of women by the media in Nigeria, how female journalists are complicit in this and the factors responsible for this underutilization of their potentials by women who have been empowered through their access and participation in the media to provide crucial voices through which women's rights, privileges, station can be either be reinforced or interrogated.

The Portrayal of Women: Women's vs. Men's Magazines

Hao Xiaoming— Nanyang Technological University, Singapore · txmhao@ntu.edu.sg

Poorany Rajaratnam— Nanyang Technological University, Singapore · poorna@singnet.com.sg

The research literature on media portrayal of women shows that women are usually excluded and marginalized, and where they are visible, they are often portrayed in stereotypical ways. Further more, inaccurate stereotyping damages women's self-perceptions and limits their social roles, according to previous studies. This study contributes to research on media portrayal of women by comparing women portrayed by media targeting different types of audience to see how women could be portrayed in similar or different ways as desired by audiences of different genders. The overall objectives of this study are to see if women and men's media tend to portray women in a stereotypical manner, and if they differ in presenting the dominant beauty ideals of women. To achieve these objectives, we content-analyzed the covers of three women's and three men's magazines with the largest circulations in Singapore. The study was designed to answer five research questions and test five hypotheses. Through analyzing 601 covers of the magazines published over a ten-year period from 1997 to 2007, this study shows that both women and men's magazines predominately feature women rather than men on their covers despite their different target audiences. While both women and men's magazines present women in a stereotypical manner, women's magazines tend to feature the classic/elegant type of female beauty and men's magazines like to feature the sex kitten type of female beauty but both men and women's magazines prefer slim and young models. The cover girls for both men and women's magazines are mostly models and entertainers, with few other occupations being represented. They represent a small section of female population in terms of age, ethnicity, occupation and appearance. These magazine covers do not seek to present the diversity of women in reality. Instead, they focus on the most beautiful and desirable according to their readers' taste. The findings support the notion that the media tend to portray a narrow image of women who only make headlines as fashionable or entertainment figures. Such stereotypical misrepresentations of women may have possible physical and psychological impact on women if they believe women highlighted by the media represents the beauty ideal they should emulate.

The reception of gender contents in the national evening news

Paula Lobo— CECS- Centro de Estudos de Comunicação e Sociedade, Portugal · paulaalobo@gmail.com

Rosa Cabecinhas— CECS - Centro de Estudos de Comunicação e Sociedade, Portugal · cabecinhas@ics.uminho.pt

This research aims to analyze the reception of media content within a gender perspective. The women's full exercise of citizenship and access to the public debate depends greatly on the way media presents them to the world. This study considers that balanced representation of men and women in the news is an important criterion to consider when one intends to produce quality journalism and also that this analysis must be framed into a wider social context of the long exclusion process of women in the most various areas of society. Considering the various television genres that have been studied from a gender point of view in the past, television news is definitely one of the most important and, yet, one of the less studied. The evening news program, daily broadcast

in a prime time schedule, is considered to be an important source of information through which citizens, in their specific social contexts, acknowledge the main events of the news agenda and, also, their social roles and responsibilities. In this context, several focus groups have been organized in order to debate about news contents with the purpose of understanding how gender information is interpreted by audiences. Within these groups, participants reflected about gender portrayals in national television evening news considering the different roles played by journalists and other agents. The results of this exploratory analysis of gathered data displayed important trends and divergences found in the discourse of the focus groups participants. Throughout the debates gender was often regarded as a non-issue and perspectives on gender in the evening news were divided in two main categories: reassuring perspectives that exonerated the present scenario and critical perspectives, which pointed out gender biases in social structures. The information analyzed allows a better understanding of how audiences interpret gender meanings in the media and emphasizes the need to the development of alternative proposals of journalistic practices capable of promoting a critical, balanced and diversified gender perspective in the audiences.

A Bela e a Fera - Uma análise sobre os estereótipos femininos e os 50 anos de publicidade televisiva no Brasil e em Portugal.

Simone Fernandes – Universidade do Minho, Brazil · simonefaraujo@gmail.com

Este artigo propõe analisar a presença de estereótipos femininos no campo publicitário televisivo brasileiro e português, tendo como objectivo principal descobrir qual a imagem da mulher presente na publicidade actual. O estudo dos estereótipos femininos vem despertando o interesse de pesquisadores de diferentes áreas como comunicação, psicologia, ciências sociais e humanas devido a constante mudança que a mulher vem passando em todos os âmbitos sociais. Na actualidade, o género feminino está sendo um objecto de estudo cada vez mais utilizado, porque as mulheres, ao decorrer das décadas, estão modificando radicalmente seus comportamentos, atitudes e por consequência também os seus hábitos de compras. Motivo este pelo qual os publicitários dedicam-se a busca da representação feminina ideal, já que hoje a maioria do poder de decisão, na hora das compras, encontra-se nas mãos das mulheres. Diante deste contexto, surge a pergunta: será que a publicidade hoje reflecte a imagem correspondente à mulher actual ou será que ainda são utilizados os retratos de antigamente? Para obtermos estas respostas, elaboramos um estudo comparativo de spots publicitários televisivos veiculados no Brasil e em Portugal em dois períodos específicos: dos anos 50/60 no Brasil, anos 57/67 em Portugal e 2000/2010 em ambos os países. A escolha desse período em particular foi realizada por serem estes os anos em que deram início a transmissão televisiva em cada país. A escolha da televisão como veículo de comunicação a ser estudado fundamenta-se no facto deste ser um meio audiovisual por excelência, que integra imagem, som e movimento. A televisão permite mostrar o mundo fantástico criado pela publicidade onde o consumidor se projecta saindo do quotidiano, por vezes repetitivo, em que vive. A metodologia utilizada nesta pesquisa foi o método quantitativo de Análise de Conteúdo, através de uma captura aleatória de vídeos presentes na internet - mais especificamente no site Youtube - realizados nestes dois períodos determinados, durante a primeira semana de Janeiro do 2010. Além disso, todos os vídeos recolhidos apresentaram como critério obrigatório a presença de protagonistas femininos. Ao todo, 85 anúncios foram analisados, sendo 35 portugueses e 50 brasileiros. O conteúdo dos anúncios foi analisado através de uma grelha de análise, que apresentou como base a verificação da presença de estereótipos e a utilização de elementos que compõem a estratégia criativa publicitária, além de itens como a natureza do anúncio, duração, categoria, uso de voz off e de banda sonora. Diante dos resultados obtidos, demasiados aspectos semelhantes entre os dois países foram encontrados, apesar de certas particularidades também não passarem despercebidas. Uma análise comparativa de publicidade entre países sempre revela semelhanças ou diferenças específicas no manifesto de valores culturais. Tal informação pode ser usada para resolver debates sobre como e se a publicidade reflecte, reforça e afecta os valores do seu público-alvo. Por outro lado, as conclusões sobre o uso de estereótipos de género na publicidade revelam como papéis sexuais estão a mudar nessas sociedades, e como estes novos papéis representam uma mudança social. Palavras-chave: Género, publicidade, estratégia criativa, análise de conteúdo.

Simone Freitas de Araújo Fernandes - Jornalista e redactora publicitária, Mestre em Ciências da Comunicação com especialização em Publicidade, pela Universidade Fernando Pessoa (UFP), com o apoio do Programa Alban - Programa de bolsas de alto nível da União Europeia para América Latina, Doutoranda em Ciências da Comunicação pela Universidade do Minho, Bolseira da FCT – Fundação para a Ciência e Tecnologia. E-mail: simonefaraújo@gmail.com

A Study of Representations of Ageing in Anti-ageing Advertisements

Jen-Yi Chen – Fooyin University, Taiwan, Taiwan · jenyi2010@gmail.com

Demographic trends show that the number and percentage of older women have been increasing dramatically each year. Given the predominantly negative cultural values associated with ageing in British society, especially in relation to women, there are enormous opportunities for the skincare industry to tap into an anti-ageing ethos and its related markets. Consequently, varieties of skincare products are innovated and promoted on the market, claiming to help reduce outward signs of ageing or prevent premature ageing. This paper examines the way in which ageing is framed in advertising discourses for skincare products to convince the target consumers of the benefits of the products it is promoting, with particular reference to the range of anti-ageing products. The views of British female consumers about the images of ageing in advertisements for anti-ageing skincare products, such as lines or crow's feet, were looked at. The study offers a qualitative textual analysis of anti-ageing skincare advertisements taken from a sample of UK women's monthly magazines between April to July in 2005. The combination of semiotic analysis and discourse analysis was chosen as the analytical frameworks to examine the representations of ageing organized through the print advertisements for anti-ageing skincare products. Four focus group discussions with women from Wales were employed to understand their attitudes towards their experiences of ageing related to their daily lives and concerns, as well as their perspectives on the images of ageing in the advertisements. The analysis reveals that ageing is typically represented as a woman's worst enemy. The participants involved in the study largely reacted negatively to the portrayals of ageing in the advertising discourses.

Girls in Crisis: Discourses of teenage models in Hong Kong media

Donna Chu – School of Journalism and Communication, The Chinese University of Hong Kong, Hong Kong · donnachu@cuhk.edu.hk

This paper aims to engage in a systematic investigation about the media representation and competing discourses of teenage models in Hong Kong. Also called pseudo models and bikini models, teenage models refer to young women who practice modeling work for various publicity events but are not equals to professional models. In the summer of 2009, two controversies of teenage models stirred up intense debates in Hong Kong media. With reference to theory of body, this study examines how media regulate and restraint the desires and expression of sexualities in news reports and commentaries. Furthermore, it questions, assuming that Giddens is right about the 'reflexive project', what kinds of possibilities such media portrayals offer to young women during the formation of their identities and subjectivities. The two controversies centering on teenage models are referred as "the book fair controversy" and "the university talk controversy" in this study. The first controversy surfaced in mid-July 2009, when a group of teenage models announced that they would launch the sales of photo books in the Hong Kong Book Fair. Despite none of the photo books were classified as indecent or obscene materials, most featured young women in bikini outfit, whose poses were highly sexualized. Related news stories prompted a group of youngsters to start up a campaign in Facebook, which urged the book fair organizer to 'kick the teenage models out'. They argued that book fair was supposedly a place for book lovers and that photo books selling the bodies of teenage models should not be considered as books at all. Ironically, the 'despised' teenage models were able to sell a large number of their photo books in the book fair quickly.

Three months later, the Faculty of Science in the Hong Kong University of Science and Technology announced a lecture series in which various social topics would be discussed. The first topic was titled “Deconstructing the phenomenon of teenage models” and it was widely reported in local newspapers that Chrissie Chau, probably the most controversial teenage model, agreed to be a guest speaker and she would share her success story with the audience. The breaking news sparked off another round of intense debates. Critics questioned whether Chrissie Chau was qualified to speak to university students, and whether her career could be considered as successful. A dualism of body and mind is implied in both controversies. Once entering the fields that are linked to the production and dissemination of knowledge, that is, books and university in this study, the female bodies that are often made objects of desire in popular media are subject to harsh criticisms. Given that the bodies in question belong to young women, the issue at stake is often framed as crisis in education and morality of the young generation. By identifying the major and often competing discourses at work, this study discusses how the media empower and/or disempower teenage girls, and considers the dialectics between media and gender.

Gendered Portrayals of Older People in Japanese Television Commercials: Continuity or Change?

Michael Prieler – Hallym University, Korea, Republic Of · prieler@hallym.ac.kr

Florian Kohlbacher – German Institute for Japanese Studies (DIJ), Japan · kohlbacher@dijtokyo.org

Shigeru Hagiwara – Keio University, Japan · hagiwara@mediacom.keio.ac.jp

Akie Arima – Tokyo Woman's Christian University, Japan · arima@lab.twcu.ac.jp

This paper provides an analysis of the increasingly important intersection between age and gender, particularly gendered portrayals of older people. The outstanding dearth of empirical research in this area is surprising at a time when most industrialized nations are experiencing an aging society. Japan is a particularly interesting example in this context, since it has one of the highest percentages of people over 50 and over 65 in the world, 43% and 22%, respectively. As a result, age should clearly play a more important role in studies of gender portrayals. Based on a content analysis of a systematic sample of television commercials broadcast on the major five commercial television stations in Japan in 1997 and 2007, this paper examines the changes in the gender portrayals of older people. Analyzing a total of 2,972 unduplicated commercials, this study is the largest of its kind ever undertaken, and is also the first study to compare two systematically sampled periods of time. Findings reveal a general underrepresentation of older people and an even more pronounced underrepresentation of older females, thus confirming previous research in other countries. We also found that within the age group of 15-34, females outnumber males in a ratio of nearly 2:1, while the opposite is true for the generation of people 50 and older, where males outnumber females in a ratio of more than 2:1. This is even more noteworthy since there are actually more females in the older age group in Japan. Although there was an obvious increase of older people in commercials between 1997 and 2007 (a 56% increase among 50-64-year-olds and a 32% increase among the 65+ age group), this rise was highly gendered as it only applied to males, whereas the ratio of females over the age of 65 has even decreased. There have been nearly no changes in the gender portrayals of older people between 1997 and 2007. Overall, gender portrayals of older people are still highly stereotypical. There were no female experts shown in any commercials, contrary to the case of older males. Females were shown in casual clothes at home doing housework, while their male counterparts were shown at the office or outside the home in formal attire. The images of males were more favorable. While men were shown as having authority, females were more often shown as weak. Last but not least, older females displayed more positive emotions such as smiling and laughing. However, males tended to employ more negative emotions, such as anger, than females in Japanese television commercials. This paper contributes new insights to the under-researched field of gendered portrayals of older people and has important implications for public policy across the aging globe.

What's in a Whitish Skin? How 'Beauty' is Defined by the Bangladeshi Media

Umme Sultana – Lecturer, Department of Women and Gender Studies, University of Dhaka, Dhaka, Bangladesh, Bangladesh · ubsultana@yahoo.com

Gitiara Nasreen – Professor and Chair, Department of Masscommunication and Journalism, University of Dhaka., Bangladesh · gitiaran@yahoo.com

While thousands of images are beamed through myriad of TV channels, young Bangladeshi women are still attached to a fixed definition of beauty, predominantly that of a whiter skin. A weekend magazine observes, "It may seem a strange phenomenon that in a country where a majority of the people are dark-skinned with subtle variations in brownness, the overriding factor that declares whether a woman is good-looking or not is the lightness of her skin" (Star Magazine, May 12, 2006). The fairness fetish may have its roots in the histories of colonization, and power relations between different races contributed to the determination of whitish skin as ideal in postcolonial periods. Nevertheless, the pale-skin fetish has been reinforced and perpetuated by the growing fashion industry and omnipresent media commercials. As Wolf (1991) rightly asserts, "Beauty is now what beauty business promotes." The obsession with whiter skin has opened up great opportunities for skin cream manufacturers, both multinationals and locals, and the Bangladeshi market has been flooded with 'fairness' creams, lotions, and gels. Advertisements for these products not only guarantee fairer skin but also self-confidence, success and prosperity as well. 'By imposing a gales standard of what is and what is not desirable' (Berger, 1972: 154), representations of beauty by television commercials 'set controls on women's self worth and the value assigned to them' (Wykes & Gunter, 2005: 220). This article is about the role of beauty products' commercials in construction and/or transformation of the definition of 'beauty' among young Bangladeshi women. Based on textual analysis of relevant TV commercials and audience analysis this article explores how young women respond to the mediated images of beauty. The complexities and contradictions of gendered reception and retention of media narratives in a globalized cultural context will be analyzed within a framework of feminist cultural studies. References Anand, A. (2002), *The Beauty Game*, New Delhi: Penguin Books. Berger, J. (1972), *Ways of Seeing*, London: BBC and Penguin Books. Tuchman, G. (1979) 'Women's depiction by the mass media', *Journal of Women in Culture and Society* 3:528-30. Wolf, N. (1991), *The Beauty Myth*, New York: Doubleday. Wykes, M & Gunter, B (2005), *The Media and the Body Image*, London: Sage Publications.

'Gendered Screenagers?' Quantifying teenage media consumption in Flanders, Belgium

Fien Adriaens – Ghent University, Belgium · fien.adriaens@ugent.be

Elke Van Damme – Ghent University, Belgium · eevdamme.vandamme@ugent.be

Despite the rapid development and integration of 'new' media (e.g. internet) in the daily life of young people, the 'old' mass medium television can still be considered as dominant and prominent (Van Den Bulck, et al, 2001; Sinnaeve & Schillemans, 2006). Moreover, for teenagers television operates as a symbolic resource that shapes their view of reality and offers tools for interpreting their daily lives and constructing their self-identities (Buckingham, 1993, p. 13). Identity, in this context, should not be conceived as essential and fixed but as hybrid and never complete. Moreover, identity is socially and culturally constructed through discourse and temporal and spatial embedded in specific contexts and able to vary historically (Hall, 1996). Because adolescence is perceived as a crucial stage for possible identity constructions (Wartella, 2007, p. 2; De Bruin, 2005) and visual culture can function as an important social forum for the construction and negotiation of teenagers' self-identities (cfr. Hall, 1996; McQuail, 2005), it is relevant to know how and to what television content teenagers watch. This question ties within a recent phase in Cultural Studies that focuses on the complexity of self-identities of adolescents and starts from a perspective where media consumption is considered as an active process (De Bruin, 2005; Gauntlett, 2007). Our focal point of interest will be on television as an everyday life entertainment medium and more specifically on the use of (Flemish) television fiction series, teen series and reality shows. We acknowledge the importance and relevance of new media as the internet as signifying contemporary resources

for media experiences and identity construction as well (Nikunen, 2008; Rydin & Sjöberg, 2008), but in this respect, we will only focus on televised discourses presented on internet websites (e.g. downloading series and shows). By means of a quantitative survey (N=2000) with closed and open-ended questions, it is our purpose to get insights in the actual media consumption patterns of teenagers (aged 14-18) in Flanders. The survey gauges general media use, television possession, access and use, channel and programme preferences, viewing motives and social viewing behaviour of youngsters in Flanders. Furthermore, in order to provide basic insights on youngsters' sexuality for further qualitative research steps, exploratory questions on self-objectification, sexual orientation and sexual behaviour are introduced. Finally, some general socio demographic variables are measured. Our representative sample contains respondents from schools from at least ten different Flemish cities. All five regions in Flanders are represented (Brussels was not included in the sample), as are all education levels (ASO, TSO, BSO & KSO). Since research indicates that socio-demographic variables such as age, education type, level of education and especially gender are determining in explaining media and television use, we will mainly focus on significant gender differences within our group of respondents (Devroe, et al, 2005, pp. 99-100; Roe, 2000). But also age, education type and level will be taken into account (Sinnaeve & Schillemans, 2006). So what are our screenagers watching and is this media consumption gendered?

An Analysis of Motherhood Represented in the Blogs

Ting-Yu Chen – Dept. of Communication, Nan-Hua University, Taiwan · tychen@mail.nhu.edu.tw

Motherhood is commonly viewed as belonging within the private or domestic sphere that women are supposed to occupy, and mommy talks—personal experiences about mothering and parenting are often considered trivial and of no much importance under a patriarchal culture. In the contemporary context of a heightened emphasis on individual personhood, mothers' subjectivity and agency were however not often addressed. Even worse, the intensive mothering ideology, or so-called “new momism” sets a standard for ideal mother so high that no one can live up to. Blogs become popular and well developed in Taiwan these few years. If the virtual community allows pluralistic perspectives being proclaimed, personal style featured blogs then actualize individual performance and self-presentation. This study attempts to analyze the mothers' writing regarding their motherhood in the blogs. By examining the form and content of the mommy blogs, the study aims to understand what mothers do and how they feel about mothering, more importantly, how mommy blogging redefines and reinterprets representations of motherhood. Like writing one's autobiography, blogging is the construction of the self identity in modern time. The study explore the images the mommy bloggers perform and the ways they identified with this old, traditional role—mother. Finally, how the act of writing (blogging) is related to mommy bloggers' sense of subjectivity and personal agency is also discussed. This study examines what mothers have written and posted in the blogs they run in the biggest mommy blog website in Taiwan called BabyHome (www.babyhome.com.tw). The content of mommy blogs is qualitatively analyzed to see how the role of mother being “acted out”, and motherhood being represented.

Analysing how the media treat domestic violence against women nowadays, in light of style guides and promulgated action plans which are commonly accepted by the profession in Spain

Beatriz Martinez – , Spain · beamartins2004@yahoo.es

Over the past few years in Spain, growing concern over the increase of cases of domestic violence against women has had a positive effect both amongst legislators and amongst the media professionals directly involved in its circulation. Thus ending, or at least, limiting the effect of two of the main social evils concerning the problem: its imperceptibility in society and the lack of references to provide possible solutions, preventive measures, and encouraging information about the victims of this curse. The range of protection, prevention and intervention measures aimed at the recovery of female victims of domestic violence effectuated by national and

autonomous administrations, which in some of its points is not exempt from controversy, has had a key role in social fields being those closest to women. Measures directed to raise awareness in media professionals, and consequently in society as a whole, about the reasons behind it, signs of the problem and ways to put an end to it have worked together immensely to bring the matter into the public eye. But how is domestic violence against women dealt with in the media today, qualitatively speaking? Getting the problem into the public eye has been achieved, but at what price? Thirteen years have passed since Ana Orantes was assassinated, which is considered to be the turning point marking the beginning of a new way of dealing with domestic violence in Spain, armed with knowledge. What is the status quo of the matter in Galicia? The objective of this project is to analyse how the media treat domestic violence against women nowadays, in light of style guides and promulgated action plans which are commonly accepted by the profession. The methodology used in the study has been the analysis of the most widely spread content of the media in the Galician province. The results obtained show an inconsistent follow up of ethnic recommendations by media and a large prevalence of some tics or defects in the information.

Women and news media in global perspective: reflections on the Global Media Monitoring Project 2009

Claudia Padovani – University of Padova, Italy · claudia.padovani@unipd.it

Context Promoted by the World Association for Christian Communication (WACC), the Global Media Monitoring Project is the largest and longest longitudinal study on the representation of women in the world's media. It is also the largest advocacy initiative in the world focused on changing the representation of women in the media, and it is unique in involving diverse researchers/monitors, ranging from grassroots community organizations to university students and researchers to media practitioners, all of whom participate on a voluntary basis. For the 4th edition of the GMMP in 2008 (the other three monitoring events took place in 1995, 2000 and 2005), teams in 127 countries participated in the monitoring exercise, sharing a common methodology and motivation. In March 2010, a preliminary report of the GMMP will be presented at the 54th session of the UN Commission on the Status of Women, which will assess the developments that have taken place since the Beijing Conference on Women in 1995, and identify priority areas of intervention for the future. Insights and policy proposals based on the GMMP results will be presented during the conference, while a GMMP Global Report, as well as national reports, will be available in September 2010. Panel objectives In this panel the broad picture of global themes and trends that relate to gender and representation in the news media will be teased out and panelists will be able to identify similarities and differences in the local/global representation of women as subjects and objects of news discourse; they will be looking not only at story content, tone and orientation, but also at more subtle aspects of gender-inflected reportage such as accompanying photographs, sources and the salience of sex in terms of journalistic practice. Furthermore, consistent with the multi-faceted nature of the GMMP and its participatory methodology, the panel discussion will also focus on the how the project was conducted in specific countries, national teams' networking activities and any difficulties experienced. This will allow for a more nuanced methodological and process-oriented story to be told, as well as consider the potential of GMMP to act as both a springboard and a resource for policy-related activities and advocacy, both at the national and international level. Finally, panel organizers suggest this panel could be the appropriate platform to refine and launch a "Statement of Principles" which could be considered when reporting on gendered subjects or organizing initiatives in national contexts. Panel structure The proposed panel will be an interactive session which will comprise 'formal' interventions from panel speakers, as well as discussions around a series of posters which document the experiences of GMMP coordinators across a number of participating countries. A short overview of GMMP will introduce the session (Ross), followed by reflections on the networking and advocacy aspects that characterize the GMMP and their potential in influencing policy developments (Padovani). A number of national GMMP coordinators will then provide brief highlights from their own monitoring experience, using their posters as a basis for discussion. Panel speakers - confirmed Maria Edstrom, Sweden (liaison between ICA and IAMCR) Claudia Padovani, Italy Karen Ross, UK Panel speakers (they have expressed interest and need to confirm) Cynthia Carter, Wales Daniela Frumusiani, Romania Dimitra Dimitrakopoulou, Greece Elisabeth Eide, Norway

Gitiara Nasreen, Bangladesh Leticia Nien-hsuan Fang/Herng Su, Taiwan Loga Virahsawmy/Glenda, Mauritius Maria João Silveirinha, Portugal Marlène Coulomb, France Ruta Pels, Estonia Sofie Van Bauwel, Belgium Tasneem Ahmar, Pakistan Wang Lay Kim, Malaysia

AN OVERVIEW OF HOMOSEXUALITIES REPRESENTATION AT PROPAGANDA AND ADVERTISEMENT PROPAGATED ON BRAZILIAN TELEVISION IN THE PERIOD OF 1979-2008.

André Rodrigues – Universidade Federal do Rio Grande do Sul, Brazil · iribure@ufrgs.br

This text brings, partially, the theoretical referential, the corpus and the results of the theses whose title is “The Representations of the Homosexualities at Propaganda and Advertisement Propagated on Brazilian Television: a contemporaneous look of the last three decades” defended at PPGCOM/UFRGS in 2008. A gathering of what there is about representation of homosexualities at Brazilian television publicity permits an overview is outlined about how these minorities are appropriated culturally measured and propagated on the advertising text. To do so, what is understood as variations of heterosexuality is presented, as well as sexual minorities, and its presence in tension with the heteronormativity, supporting the look about the representations, more specifically, about the homosexualities on advertisement. The gender, gays and lesbian studies and the queer theory sustain the critical look of the representations under gender binary as a fundamental part of sustenance of a hegemonic model. Therefore, advertisement, as a contemporaneous goods and brands activity of divulgation, in a consolidated system of cultural categories signification, shows itself as an advantageous space for the power disputes on gender and sexuality relations. The cutting of the period between 1979 and 2008 delimitates 35 television commercials propagated on Brazilian television, pointing out two categories of the representations, the stereotyped and the unconstructionist ones. This way, it is possible to perceive the presentation of alterations present on the corpus during the period at issue, in its diachronic and synchronic character, revealing a regime of representation of the homosexualities on the advertising text propagated on Brazilian television.

Post-feminism and the Undoing of Liberal Feminism: A Comparative Analysis of Editorials in Women’s and Men’s Magazines

Claudia Alvares – Lusofona University, Portugal · claudia.alvares@ulusofona.pt

This paper aims to analyse results of the PTDC/CCI/71865/2006 research project funded by the Portuguese Science and Technology Foundation, centring on the discursive representation of gender in Portuguese women’s and men’s magazines. It will focus on a comparative content analysis of the editorial pages of three women’s and three men’s magazines in a Portuguese context, so as to gauge the extent to which the discourses of liberal feminism on one hand and post-feminism on the other hand influence editors’ constructions of gendered lifestyles in popular magazines. The analysis of editorials as a journalistic genre is deemed important due to providing the ‘frame’ within which each magazine develops a particular interpellative discourse regarding femininity and/or masculinity. Although the context of publication to which we refer is Portuguese, most of the titles of the magazines analysed are international. As such, the political economy of magazine production, essentially centred on globalised discourses pertaining to gender in the metropolitan centres of the West, will be tangentially alluded to so as to understand the globalising breadth of gendered ideologies transmitted by popular culture in late modernity. Late modernity has been described as a risk society, one in which humanity as a whole has gained the status of ‘political subject’ due to the risks confronting us being universal and globalised in scope (Beck, 1992). The particularities of feminist discourse are now often considered outdated, for the demands of autonomy and equality of liberal feminism appear to have been fulfilled. In a context of freedom of choice, the values of liberal feminism have ‘at some level transformed into a form of Gramscian common sense’, being ‘invoked’ only to subsequently ‘be undone’ in a typically ‘post-feminist’ move (McRobbie, 2004: 256, 259). The capacity for self-invention (Rose, 2000) and individualisation (Beck, 2002; Giddens, 1991) that results from

freedom of choice is the cause of modern anxieties. Popular magazines play an important role in acting as an anchor of stability and self-regulatory practices in a context of social dis-embeddedness and rootlessness (Bauman, 2001). By comparing the prevalence of liberal feminist discourse with that of post-feminist discourse within the editorial pages of a selection of Portuguese women's magazines on one hand and Portuguese men's magazines on the other hand, this paper aims to explore the 'glocalised' validity of the claim that post-feminism is effectively 'undoing' the values of liberal feminism through the espousal of commercialised sexuality. Similarities and differences between women's and men's magazine editorials will be analysed in this respect.

Myths of femininity in feminine and masculine magazines narratives

Carla Baptista – CICANT, Portugal · carlabaptista@oniduo.pt

This paper aims to understand how women's and men's magazines such as *Máxima*, *Activa*, *Cosmopolitan*; *FHM*, *MaxMen* and *Men's Health* built their narratives, regarding the representation of women. It argues that several myths of femininity are the basis to stereotype women, evolving around the premise that feminist beliefs are compatible with pleasure and frantic consumerism. The paper analyses the results of the EU-funded project (PTDC/CCI/71865/2006), centring on the discursive representation of gender in Portuguese women's and men's magazines. It will focus on a comparative content analysis of several sections of the magazines, all being international titles, with some likeness to classic journalistic genres, such as the editorial page, interviews and reportages. Although journalistic grammar and practices are used to provide credibility, the discursive representation of women remains confined to poor social and ideological constructs, connecting women with "gossip", "bitching", "nagging", "politeness", and other "folklinguistics", to use Deborah Cameron and Jennifer Coates terms. We argue that the similarities with journalism discourse are more instrumental rather than constitutive of the women's and men's magazines editorial identities. Although there is a globalised gendered ideology reproduced by both women's and men's magazines, the personalities and the themes treated remain very local, embedded in a national Portuguese context. This articulation between global gendered ideologies and local faces and landscapes links directly to the political economy of these titles and, in a way, designs a limited and very redundant area of interests that fits in a relatively few number of categories, like the content analysis performed by three colleagues in this project shows, with *Consume* being the most important.

Goddesses, Mothers and Others: Women politicians in India's 2009 elections

Veena Raman – Pennsylvania State University, United States · wr101@psu.edu

This paper examines how five prominent Indian women politicians were covered by English language newspapers with national circulation during the 2009 elections to the Indian parliament. Through this analysis, it examines the specific frames employed and the process of gender construction undertaken by the media during the election campaign. Media portrayals of women in politics is a richly researched area (Falk, 2008). Scholars have argued that the media portray women as political anomalies by describing politics with masculine metaphors such as war and sports. Sapiro suggests that gender is an important interpretive tool that carries important connotations about character, capabilities, and behavior that have potentially important political significance (1993: 145). Falk (2008) calls this idea gender marking, arguing that this conveys a fundamental belief that women and men are different, but more important, that they are different in ways that are believed to be relevant to politics and the decisions citizens must make as voters. Referring to physical appearance, family background, and personal traits of women politicians are often employed by media to convey this. This is not unique to western media; Bathla makes similar observations in India, noting how much space the media devoted to discussing the personal characteristics, traits, mannerisms, attire, and looks of two female party leaders (2004). India held general elections to the 15th Lok Sabha (lower house of the parliament) in 5 phases between April 16 and May 13, 2009, to enable an electorate of 714 million to vote. In the time leading up to the elections, none of

the three major coalitions: Congress-led United Progressive Alliance (UPA), the Bharatiya Janata Party (BJP) led National Democratic Alliance and the Third Front, were polled as securing a clear mandate. Hence three key women politicians, Mayawati, Jayalalitha Jayaram, and Mamata Banerji were seen as playing a pivotal role. In addition, Congress party president Sonia Gandhi and BJP candidate Maneka Gandhi were also seen as important players in the electoral politics of 2009. This paper examines newspaper coverage of these women in the two most widely circulated English language newspapers The Times of India and The Hindu, by accessing stories between March 1 and May 15, 2009 through online archives. Frame analysis indicates that the candidates Mayawati and Jayalalitha were portrayed as 'gutsy, corrupt, strong willed, brash women who unabashedly pursued political ambitions at any cost'. The penchant of the followers of these women to characterize them as 'goddesses' and installing statues, was widely mentioned while their terms as chief ministers of Uttar Pradesh and Tamil Nadu respectively were rarely examined for successes and failures. Mamata Banerji was framed as 'anti growth' for her opposition to Special Economic Zones and industrialization in West Bengal at the cost of agriculturalists and laborers. Sonia Gandhi and Maneka Gandhi were each discussed in their role as mothers of budding politicians Rahul Gandhi and Varun Gandhi rather than independent women who are respectively president of the Congress Party, and BJP candidate, animal rights activist, environmentalist. When Mayawati's government arrested Varun Gandhi for 'communally inciting speech', the media highlighted that Maneka Gandhi was a mother and Mayawati was not, rather than focusing on the political ramifications of the situation.

The Construction of Femininity through the Body in Women's and Men's Magazines

Carla Vicente – Universidade Nova de Lisboa/CICANT ULHT, Portugal · carlacavicente@gmail.com

Any reflection on identity, intersected by the definition of gender, must take into account the body. The body has always been at the centre of the feminist agenda and contemporary feminisms have been structured around the concept of a body politic. It is in fact a political space, upon which social practices may be carried out in order to restrain or empower the social freedom of an individual. If we think about women's history and their social practices, the body has been at the centre of a wide range of discourses that came to fix gender stereotypes. If one is not born a woman but rather becomes one (Beauvoir, 1949), it may be accurate to say that being a woman (as well as a man) is not at all a safe and immutable category. Similarly, one may also argue that the multiple discourses that surround the body open a plethora of interpretative possibilities. But upon taking a closer look at the world of mass communication, especially women's and men's magazines, are those multiple interpretative possibilities present when one searches for the definition of a woman as a social being? Women's representation through mass communication has been vastly analyzed in feminist studies. In spite of that, it is always interesting to grasp different perspectives and look for new conclusions regarding this particular subject. Bearing this in mind, the present paper, which is part of the PTDC/CCI/71865/2006 research project funded by the Portuguese Science and Technology Foundation, aims to perform a critical discourse analysis on the journalistic representation of the female body in women's and men's magazines. The basis of this discourse analysis is grounded on two feminist perspectives, namely those of liberal and post-feminisms. When referring to the female body, are the articles of these cultural products (women's and men's magazines) more prone to portray the values of liberal or post-feminism? Feminist authors such as Betty Friedan (1963) or Germaine Greer (1970) have called attention to the fact that women's magazines are a vehicle of a patriarchal conception that conditions the socially constituted gender definition of femininity. The idea that such magazines should be criticized for corrupting the values of the feminist movement, or for exercising a pernicious influence over a passive public has become increasingly dated. In effect, such cultural products serve one purpose and one purpose only, that of entertainment. However, taking into account the stereotypes that are articulated by women's and men's magazines, can we presume that this focus on entertainment is politically innocent and neutral? Through the observation of a corpus based on the articles of three female glossies and three male glossies, this paper aims to analyze the ideology of the journalistic discourse that conditions the social construction of femininity through the body, bearing in mind the two feminist perspectives mentioned above.

Gender and Communication in the Nigerian Press: Challenges and Prospects

Hajara Sanda – Department of Mass Communication, Bayero University, Kano, Nigeria., Nigeria · husanda2003@yahoo.com

This paper examines the coverage and portrayal of women and women based issues in selected Nigerian papers. It explores the dominant themes in reports and coverage about women on the designated pages of "women" in the newspapers during the period January-December 2005. Using content analysis, the study finds that the Guardian newspaper places more emphasis on soft issues like fashion, beauty and entertainment in its "women" pages, thereby reinforcing the existing stereotypes about women in the society; while the Daily Trust newspaper tends to fare better in promoting "hard" issues like education, economics and health matters. The paper recommends that the media should report positive issues affecting women's development in the society, and that women journalists should break new grounds by venturing into the perceived masculine areas to defend women's interest.

The illusion of being best in the class - Nordic challenges of gender equality in the news

Vice-Chair: Maria Edström – University of Gothenburg, Sweden, Sweden · maria.edstrom@jmg.gu.se

Kristin Skare Orgeret – University of Oslo, Norway · Kristin.orgeret@jbi.hio.no

Turid Ovrebo – , Norway · turid.ovrebo@hivolda.no

Tarja Savolainen – , · savolainentarja@hotmail.com

The general idea in the Nordic newsrooms is that the gender problems in journalism are more or less solved. Studies of news organizations in the Nordic countries show that there are newsroom cultures that seem to have worked successfully on gender issues. On the other hand several Nordic studies also show a strong overall imbalance and masculine domination in news products, for instance female participation in news and mediated debates seldom rise above 20-30%, and there has been only minor changes the last 20 years. News products claim to reflect or mirror society. We will not argue that there is gender equality in Nordic societies, but research on news media so far has shown that the imbalance of gender is being measurably (and much) twisted, in favour of a stronger male dominance in news products and public space than in Nordic societies at large. The complexity of gender in the journalistic field may be illustrated by the fact that the journalistic work itself has been largely feminized the last decades, but also female journalists seem to prefer men, and male domination - in their constructions of news and stories. The Swedish researchers, Djerf-Pierre and Lofgren-Nilsson (2001) have in their research on gender in Swedish Public service television, concluded that women's and men's positions in news and the changing gender in journalism are formed at the nexus of three interacting forces: 1. The social, economic, political and cultural forces of the existing gender systems in different societies and different time periods. 2. The journalist culture within the news organizations. 3. The active strategies of individuals and/or groups of men and women trying to change or reproduce the existing power structure in journalism. This paper will, based on a variety of recent empirical studies on news production and gender in the five Nordic countries, discuss gender challenges and strategies among the producers in their newsroom culture to pinpoint crucial areas for gender equality and the encoding of gender in news products: Our main questions are: How can we empirically describe gender and power in Nordic news production and news products? What may be the reasons and explanations for the relatively abundance of men and a lack of women in the news products? What different strategies are implemented concerning gender inequality and imbalance? What may be the "best gender practises"?

Colour sets that portray women in Portuguese lifestyle magazines *Activa*, *Cosmopolitan*, *Máxima*, *FHM*, *Maxmen* and *Men's Health*.

Helena Elias – CICANT/Lusofona University, Portugal · hc.elias@gmail.com

This paper, which integrates the wider PTDC/CCI/71865/2006 research project, funded by the Portuguese Foundation for Science and Technology, investigates the use of colour in the Portuguese lifestyle magazines *Activa*, *Cosmopolitan*, *Máxima*, *FHM*, *Maxmen* and *Men's Health*. It aims to explore how colour highlights gender dichotomies and reinforces certain stereotyped notions of femininity. Lifestyle magazines are produced as cover adverts (McCracken 1993) and traditionally target their readership by using gender stereotypes. In advertising, women's magazines construct gender identity through stylised consumption that attempts to differentiate feminine from masculine acts of consumption, linking them to a set of socially defined issues (Jorge 2009). A Women's lifestyle magazine can be regarded as a semiotic construct "with its own priorities, interests, and assumptions, all of which come together in a product which offers particular discourse(s) on femininity." (Eggins & Ledema 1997). Men's lifestyle magazines are also regarded as a semiotic construct presenting versions of masculinity that can be built from what particular products one consumes. Nevertheless, Men's lifestyle magazines do not present women as subjects but rather as objects to be consumed by male readers. In this culture of consumption, colours operate as signs, through artifacts and visual texts that stand for something that is needed and desired. For instance, it is a commonplace to accept the Western cultural status of pink as a marker connoting femininity and thus used to attract female readers' attention (Koller 2008). Features of the grammar of colour (Kress & van Leeuwen 2002) such as modulation, saturation, hue or value may be applied to products in order to match gender preferences (Khouw 1995, Radeloff 1990). Inspired by Kress & van Leeuwen's notes on colour as a semiotic resource (Kress & van Leeuwen 2002), the study is driven by two questions. Is colour used as a label to 'gender' editorial contents of women's and men's lifestyle magazines? If so, how do colours work to represent women in such magazines? Methodologically, a textual analysis employing social semiotic tools is performed upon selected articles. Linguistic metafunctions, as described by Halliday (1978; 1985) and applied by Kress & van Leeuwen (1996) to visual texts, are thus used to unveil the processes operating in the production of gendered meaning regarding the employment of colours and their relation to women's representation. The analysis, which focuses on March, June, September, December 2008 and March 2009 editions, centers on both the verbal and visual elements of magazine contents.

Female representations on the cover of newsmagazines

Carla Cardoso – Universidade Lusófona, Portugal · r.carla.cardoso@gmail.com

Newsmagazines are considered the most "rational" kind of magazines sharing more or less the same public that weekly quality newspapers. This assumption implies that newsmagazines content should be balanced and helps understanding the world we live in. Being the most important page of a magazine, the cover is the field that informs about news inside and at the same time assures identity, number after number. Is gender representation balanced on newsmagazines covers? Results of a previous study concerning the three first months of 1999 identified only 3 covers using a solely female figure in a universe of 48. This research intends to confront this result found on 1999 newsmagazines covers (from American Newsweek, French L'Express and Portuguese Visão) with 2009 data (considering the same titles and extending research to Time, Nouvel Observateur and Sábado). Besides trying to find out patterns that characterize the female representations on the cover of newsmagazines, it will be also important to understand particularities from country to country and from title to title. The corpus used will be January to March 2009 (the same period used in 1999) and content and semiotic analyzes will be the methods applied to a visual-narrative object like a cover is.

Framing of Pakistani Muslim women in International media: Muslim feminist's perspective

Bushra Rahman – University of the Punjab, Pakistan · bushrahr@yahoo.com

This study is a content analysis and CDA of Time and Newsweek articles on Pakistani Muslim women from the year 1979-2002. Drawing from Orientalism, Muslim feminist theories and standpoint feminism the author analyses the two magazines' treatment of the Muslim women. The status and position of women in Pakistan and their subsequent access to power have undergone substantive change since 1979. In this period of 23 years from 1979 till 2002 Pakistan saw two military dictatorships with brief intervals of four democratic regimes. General Zia ul-Haq's assumption of power and his implementation of Islamization programme had profound consequences for women of Pakistan. Later, hopes were pinned down on the two democratic regimes of Benazir Bhutto. Subsequently, the assumption of power by General Mushraf in the year 1998 opened a new debate of "Enlightened moderation" in Islam. The research explores whether the two magazines portrayed the struggle of Pakistani Muslim women for change as a political force in these years as a group who are trying to improve the lot of their sex within the confines of their faith i.e. in demanding change within an Islamic framework or as a group who rejects the possibility of co-existence between Islam and feminism? Study raises questions which challenge the notion of Western dominated feminism as the paradigm through which other women are looked at. It also examines whether images of Muslim women's emancipation are framed as succumbing to foreign influence. Postcolonial feminism inspired views hold that feminist social science should be practiced from the standpoint of particular groups of women. They point out that because of the many differences that divide women it is impossible to claim one single or universal 'women's experience'. They argue that individuals are both oppressed in some situations and in relation to some people while at the same time are privileged in others. Some Muslim feminists' raise questions both about the systems of thinking that have been derived from western-centered ways of knowing and about new ways of constructing knowledge which is exclusive of Muslim women's experiences. The contention of a Muslim woman is to understand her status in her own context. They assert that her conscious choice to opt for a certain religious course should be acknowledged and appreciated. The two methods used are- quantitative content analysis and Critical discourse analysis. The results of content analysis aim to produce a 'big picture' of how their images of emancipation were portrayed over this period. The research is conducted under four categories which are- Muslim women who are portrayed as liberated while following the model of a western women, or as one who are neither rejecting religious dictums nor fighting for their rights within an Islamic framework and are not following the model of Western women; or as Muslim women, who understand their position in Islam and are trying to fight for their rights within an Islamic framework; or as women who openly challenge the religious dictums and want to assert themselves, without following the model of western women. The approach to discourse analysis followed in the dissertation is the Critical Discourse Analysis of Fairclough and van Dijk. It also includes CDA of two articles exclusively on Pakistani women published in these magazines.

Images of aging: how media represents middle aged women

Maria Luiza Mendonça – Universidade Federal de Goiás, Brazil · mluisamendonca@gmail.com

This study is part of a broader project I am currently working on entitled "Representation of the others: How the Media looks at diversity" which intends to investigate, through analysis of different media productions, contents related to various minority groups, (ethnic, gender, age, culture etc.) and their articulation with identity construction and citizenship. This regard to the representations assumes that discourses about aging reflects in the construction of self image, identity and possible hierarchical social relations. Statistics explains population aging, not only by the increase in life expectancy, but also by the decrease of birth rates in Brazil, and, especially, in developed countries. If throughout their life women and men are that not only different but unequal, we may suppose that they also age differently and have to face structural disadvantages and discrimination accumulated

in their lifetime. “Middle-aged” men are given attributes that are unrelated to their physical age, as maturity, charm, power, financial success. On the contrary, a woman is always expected to be youthful, beautiful and sexy. To Lipovetsky, for the female, seduction is based on physical appearance and on strategies of aesthetic evaluation. The importance of a permanently young and well-modelled body influences not only media representations and construction of imagination, but also on women’s own subjectivity. In Brazilian culture, it’s common to regard as important only those desirable bodies practice that tend to transform the “natural body” in a distinctive body: the body. It can be said that to have a “body” and everything that it symbolizes, pushes Brazilians to accept a lifestyle and a set of norms of conduct which is rewarded by the gratification of belonging to a superior class. “The body” becomes the symbol that consecrates and makes visible the differences among social classes. From this statement one can infer the importance of the value of the body as a commodity and aging as problem that can be solved through the adoption of certain products in order to get this body women have at their disposal a beauty arsenal including medical, pharmaceutical, chemical products and physical practices aimed at educating, reprimanding, rejuvenating, and transforming the body within current aesthetic norms. Youth and slimness unite to become lifelong projects. One of the hypotheses of this text is that the super evaluation of the body and the practices of “self care” is lived in a double way: the excessive attention to the body, the practices of fitness and the high consumption of cosmetics may, at the same time, increase the aging perception and lead to its negation. So, in this paper, the focus is on the representation of women aging in Brazilian media. How do women live this moment? As a moment of losses? How are they portrayed? What do the consumption society offers to these women? Analysing media discourses may reveal a little more about this universe and make evident the necessity of constructing different ways of representing women in order to modify and disrupt hierarchies, stereotypes and prejudices.

The voice of the common people: Representations of Gender and Health in the Israeli Communist Daily Newspaper Kol Ha’am 1937-1975

Sachlav Stoler-Liss – Ben-Gurion University, Israel · sachlavs@hotmail.com

Kol Ha’am (The voice of the common people), the daily newspaper of the Communist party in Israel was published from 1937 through 1975. Throughout Israeli history, the local Communist party was always small, marginal and oppositionist. Its newspapers, however, were on the frontline of the struggle for a freedom of speech in Israel. Both Kol Ha’am and its Arabic edition Al-Ittihad (The Union) suffered of severe censorship, first during British Mandate and then under the state of Israel. In 1953, Israeli Supreme Court accepted Kol Ha’am’s petition to windrow its closure for 15 days by the minister of interior, after publishing an anti-government editorial. In its ruling, the Supreme Court defined clearly for the first time the right for freedom of the press in Israel. The main figure and editor of Kol Ha’am was Ester Vilanska (1918-1977), a prominent member of the Israeli Communist party. A women-editor was an extra-ordinary phenomenon in Israel until the 1970s, and even the popular women magazine “Laisha” (For the Women) was edited by men throughout that period. In this paper, I will analyze the representations of health and gender in this oppositionist, non-Zionist newspaper, and compare them with the common representations in Israeli mainstream Zionist newspapers, both private and partisan. Did the radical and non consensual views of Kol Ha’am, and the fact that it was edited by a women, reflected in the newspaper’s representations of health and gender or did the newspaper adopted the prominent Zionist concepts about Eugenics, birth, contraception, abortions, and family?

Public Dialogue and Policy Consultation: A Rights-based and Gender Equity Communication Strategy against HIV/AIDS in China

Lanyan Chen – Beijing Centre for Chinese Studies, China · lanyanc@hotmail.com

This paper proposes to adopt a feminist political economy perspective of the intersection of sex, sexuality and gender in the socioeconomic and cultural context of the spread of HIV/AIDS in China based on recent research with rural women, sexually active young men and adolescents, CDC practitioners, gay community leaders, sex workers, establishment owners, and people living with HIV/AIDS. This perspective (first articulated in my article in *Feminist Economics*, October 2008, 183-211) intends to address fundamental issues of whether and how the risk of HIV/AIDS infection that is higher among the vulnerable groups identified in the recent research is related to the inequalities that exist in the practice of sex, choice of sexuality and system of gender in the past decades of Chinese economic reforms. Addressing these issues will lead to plausible suggestions for a rights-based and gender equity communication strategy to overcome the spread of HIV/AIDS and to also seek social change. A rights-based and gender equity communication strategy in the Chinese fight against HIV/AIDS is feminist because feminist research, by its nature, is transformational and an endeavor to seek knowledge for progress towards a general state of physical, mental and social wellbeing for all, men and women, boys and girls (Lanyan Chen, *Gender and Chinese Development: Towards an Equitable Society*, 2008). This strategy has two aspects. One is to allow grassroots organizing among women, men and those in the gay communities in order to initiate discussions of contemporary constitution of sex, sexuality and gender. It is in such discussions that ideas of reciprocity in sexual practice can rise. Sex is not just for one's pleasure, or continuation of family, or feeling of intimacy but also for a sense of reciprocity, namely, mutual respect and moral responsibility. It is important for women and progressive men to come together through grassroots organizing to speak for reciprocity in sexual relationships overcoming unscrupulous behavior amongst wealthy and pleasure-seeking men. It is also through such dialogues that views of sex, sexuality and gender can be reshaped to fit in with the building of a more equitable, harmonious socialist "Well-Off" society. The other aspect of this strategy involves the adoption of policies against the spread of HIV/AIDS with the participation of stakeholders especially the vulnerable groups. Part of this strategy should include the protection of rights of women and men, boys and girls in sex trade against violence. This is not just a responsibility of law enforcement agencies but also property owners such as owners of clubs, bathhouses, dance halls and hair salons. This strategy should also include more institutional assistance to adolescent youth involving in sex trade by providing them with training, care and guidance. Many of these youth are part of the third generation of rural-to-urban migrants and spent childhood without much needed care and attention. Another part of the strategy should be the increasing effective government intervention to assist the vulnerable and to combat malicious conducts in sexual practice and gender relationships. One such effective intervention is the use of multidimensional communication interventions for women and progressive men to promote voices and rights of migrants.

Fanta-sizing Gender: What today's Japanese TV ads tell us about men, women, love, sex (and more)

Todd Holden – Tohoku University, Japan · holden.intcul@gmail.com

As is true of any medium in any country, Japanese advertising is gendered. There are specific ways of presenting men and women—whether realized in terms of characteristics, situations, visual tropes, or colors. In work now over a decade ago (Holden 1998), I showed the many, different ways that Japanese television ads present men and women. Among these were those originally uncovered by Goffman (1972) in his path-breaking content analysis of magazine ads. These included: • women were often objectified, if not sexualized; • ads emphasized women's tactile tendency; • men were more often depicted as authorities than women; • men were often foregrounded or in other ways visually accorded greater size relative to women. In addition to this replicatory work, it was found that Japanese ads employed tendencies Goffman hadn't found. For instance: • women touched men,

women and children often, while comparatively, men tended to avoid touching others; moreover, men touched other men only under two conditions: if both men were foreign or if they were faced with dangerous or else competitive situations; • women initiated intimacy with men more often than men did with women; • men were presented on solid ground (and avoided water), while women were often associated with water; • women tended to have their bodies partialled more often than men; • women were invariably less clothed than men; and • while women were objects of the male gaze, men were subject of female desire; One question in the current research is whether anything has changed in a decade. Answering that question will be one aim of this proposed research. Another, and larger, purpose is to go beyond mere replication to look at specific content which past research has not done enough with. Some codes—such as emotions (Painter 1993, Holden and Ergul 2006), sex and sexuality (Holden 2006), and athletics (Holden and Ito 2006), have been the subject of recent Japanese media research; other codes—such as romance, competence, knowledge, and performance—have received less attention. To achieve this end, this research will apply qualitative content analysis to ads culled over the past three years from Japanese commercial television. In the interest of drawing broad conclusions, tendencies and propensity will be a major element of analysis of the macro data set; at the same time, the paper also wishes to operate at a more micro level. It will do this by exploring one or more campaigns that include multiple ads centering on a single product. This is a standard practice in Japan—with the aim of creating a meaning environment associated with the product. As the paper will demonstrate, campaigns like those for Fanta soda, have the effect of standardizing communicator voice and viewer perspective, while providing multiple looks at gendered conditions and behavior, through an ever-shifting set of content-filters. The implications of fanta-sized gender, in particular, but contemporary Japanese ads in particular, is that gender representations still differ greatly.

Mediated desire: masculinity in pornographic settings

Anja Hirdman — JMK, Stockholm university, Sweden · hirdman@jmk.su.se

The paper discusses different features of heterosexual soft- and hardcore pornography from the perspective of mediated desire, heterosexual masculinity and (in)visibility. It examines the embodiment of sexuality through the female body in westernized lads' softcore magazines and the position of the male body in some hardcore magazines and films. The paper takes its starting-point from notions of the problematic relationship between the depiction of the male body and desire, arguing that different visual techniques are used in mediated sexual settings in order to maintain the status of the male (primarily white) body as being particular and distinct from other bodies.

Inclusions & Exclusions: Visual (Re)Presentations of Women in the Media and Visual Arts. Shared Identities.

Carlos Castellano — University of Granada, Spain · carlo_garrido@hotmail.com

Recognizing the importance of the IAMCR annual conference and its multiple sections, we want to propose the creation of a symposium about visual culture, supported by a gender perspective. We know that many times the issues are divided by a matter of organization, although they are not watertight. Therefore, we suggest that in the 2010 conference, dedicated to "Communication and Citizenship", we create the debate around these two dimensions of analysis. The central objective of the symposium is to launch the debate on the visual culture in the media, focused on gender. Therefore, it will analyze how women are represented in advertising, in the art and in the news, either through a bigger theoretical reflection on this thematic, or through the presentation of empirical studies. Besides that, it intends to show which are the alternative forms of representation, that can allow a more diversified image, promoting the active citizenship of women in the public space. Although normally have been analyzed as separate areas, the visual languages of art, media and advertising appear in the current moment as something to be considered together, given the increasing interconnectedness of visual discourses

enhanced by globalization. Far from lead to an improvement in the conditions of representation, that proliferation of the visual has meant a persistence of old clichés and stereotypes concerning the image of women. Similarly, in a quantitative level, that representation continues to show a marked inequality in the selected areas. It is therefore necessary to articulate a proposal capable of understanding the mechanisms governing the representation in the three areas mentioned, so it is possible to subvert those aspects that lead to gender inequalities. It will be set out an open approach to the theme of the symposium, always seeking the integration of different knowledge areas (gender and communication studies, art history, visual culture, anthropology) on which the different contributions are based. In this regard, the exposure of each of the interventions shall be subject to active dialogue with the rest of the proposals. From this basic premise will derive the structure of the symposium, articulated on the basis of the need to interact with the audience of the Gender and Communication and Visual Culture sections, and to complement the discussions prompted by the other initiatives taking place in the Conference. The different interventions included in the symposium will fulfill the following contents, presenting a vision of women representation in public culture, media and art, covering a wide range of theoretical and practical issues, paying particular attention to those aspects that affect or evidence situations clearly associated to stereotypes, inequality and discrimination, and determining an active approach able to subvert these perspectives. Thus, the subjects to address will raise issues related to the following areas: -Artistic creation and women representation. -The image of woman and advertising discourses. -Poetics and politics of inclusion and exclusion in the Portuguese newspapers. -Gender stereotypes and the construction of a image of women. -The influence of Media languages on artistic creation. -The voice of women and the public sphere -Women between many worlds: race and gender in the discourses of Contemporary Caribbean Art.

-Annex I. Abstracts of the Interventions

FIRST INTERVENTION: -Title: Images of the International Women's Day in Portuguese press: from 1975 to 2005 - Author: Carla Cerqueira and Rosa Cabecinhas (University of Minho)

-Abstract: Most news pieces are comprised of texts and images, and these messages transmitted by the media have a crucial importance in shaping the way we perceive the world. The present communication is centred on journalistic images since, similarly to texts, they are also selected from a multitude of possibilities, and therefore are always a representation of a specific reality. Our perspective meets that of Robledano (2000: 192), who states that "the photographer interprets reality and produces intentional meaning using technical resources that pertain to the photographic representation system: lighting, perspective, angle, brightness, distance, film grain, speed, colour and pose, among others". Thus we intend to analyse which are the images that appear with the purpose of contextualizing information pieces about the International Women's Day in two Portuguese generalist daily newspapers (*Diário de Notícias* e *Jornal de Notícias*). Investigations in this area within the Portuguese context are scarce, but the existing studies reveal that in the 1970's newspapers seldom resorted to the use of images, most of them being black and white and rather small. Recently, the valorisation of the image in press has been acknowledged, and consequently large colour photographs are now common in the main information sections of these media. In light of this, and standing on a gender perspective, it is important to understand which images are being chosen to portray the occasion and the themes associated with it. We aim to outline the evolution of those visual messages, attempting to emphasize the speech differences and similarities conveyed over the past three decades. Therefore we will focus on photographs that refer to the celebrations of 1975, 1985, 1995 and 2005. The chosen methodology relates to the socio-semiotic analysis, bearing in mind Kress and Van Leeuwen's visual grammar. Keywords: visual representation, media, women.

SECOND INTERVENTION: -Title: Beyond Passion, Sex and Sorcery: The Representation of Women in the Context of Contemporary Caribbean Art. Or, How to Use Aesthetics to Subvert Media Stereotypes. -Author: Carlos Garrido Castellano (University of Granada)

-Abstract: The present paper aims to track the presence of certain stereotypes concerning the image of the Caribbean women taken from the discourses of the Media in the Contemporary Caribbean Art context. In

particular, we intend to analyze how the spread of globalized images has influenced the representation of such stereotypes, and also to identify the different uses that men and women artists from the Caribbean are doing of them to generate discourses of resistance. The Caribbean has always been a reference for Western imagination. Axis of Discovery and the Conquest of America, and also of the process of European Modernization, the archipelago that Columbus confused with India has been always represented in close relationship with the marvelous, with the supernatural. That constructed character was extended to the inhabitants of the archipelago, whose representation is full of stereotypes, from laziness to cannibalism. Having overcome the colonial era, it is surprising to note how certain distortions have survived. In this context, the representation of Caribbean women have been traditionally associated with a number of features, such as lust, sorcery,... That characteristics, far from disappearing, have come down to us partially because the impact of these images in the Media. Thus, cultural industries have contributed to the preservation of stereotypes about Caribbean women, which is presented as a passionate and irrational being. Thus, the comparative analysis of artworks that are subverting these stereotypes will lead us to establish, as a possible conclusion, but also as a starting point, the need to review the conflicts of identity and gender in a global context, where the proliferation of the visual and the breaking of the boundaries of art conduces to rethink the very nature of the process of constructing representations. Keywords: Caribbean Art; Media; Gender; Representation; Women.

THIRD INTERVENTION: -Title: Historical recreation as method of expression of desire, sensuality and consume. Women, photographic art and media. -Author: David Martín López (University of Granada)

-Abstract: This paper presents, from a holistic approach, certain forms of gender representation in artistic advertisements which recreate the historical atmosphere of old times for a women's new character in the mass media. The intention of this historical aesthetic porpoise involves the receptor in an anachronistic discourse between reality and unreal fiction, where the desire, sensuality and pleasure of the consumer object is shown to us by women. Aesthetical formulations ranging from hyper-realism and neo-baroque styles are taken as a new language of artistic photography to capture the logical pregnant moment for an advertising use. Women represented as an elf, noble, fairy, princess, vampires or lackeys emerge from the historical canvas to convey a contemporary idea and product. Away from film and purist precision, the theatrical and artistic divertimento in the media generates a deep impact in the receptor. Some artists approach and resolve the problem of the advertising image only with art, whether is the case of an alcoholic beverage trade mark, a clothing design brand or an alternative radio, and women still being part of their inspiration. Bernd Preiml could be, in this sense, one of the paradigms in the relation between art and advertisement. In his photographs with pictorial effects in different stylistic and geographical contexts -from the Nordic Friedrich, the French Watteau or North-American Hopper-, Preiml gets an unreal but almost magical realism where women take revenge on the prototypical image of advertising, claiming herself a mystery naturally away from any convention.

FOURTH INTERVENTION: -Title: Popular culture, gender discourses and the feminine imagery -Author: Silvana Mota-Ribeiro and Zara Pinto-Coelho (University of Minho)

-Abstract: In this paper we discuss the role of visual representations of gender as instruments of power that express, realise and construct discourses that sustain gender inequality and hierarchy (van Zoonen, 1994; Lazar, 2005; Pinto-Coelho & Mota-Ribeiro, 2007). Building upon the principle that the socially and historically situated uses of visual resources (Kress & van Leeuwen, 2006) play a core role to construct gender discourses in images, we explore the relevance of visual regimes and politics of representation, across the time, and the way they inform an endless number of visual manifestations in media, visual arts, and popular culture. Sustaining that gender definitions are embodied in narrative forms and aesthetic regimes (Marshment, 1993), we describe how feminist critique of visual representation (e.g. Betterton, 1997) has assumed the need to expose them in an attempt to reject these forms and regimes and destabilize those definitions. However, many of the problems raised are yet to be solved. Therefore, we firstly discuss the most relevant problems and controversial arguments in this area, asserting that a lot still needs to be done. We also emphasise the main problems faced by feminists, in particular those that defend an alternative feminist imagery (namely in visual arts) can raise (Mota-Ribeiro,

2005). We consider that the strategies of resistance and radical texts in art, as brilliant as they might be in their job of exposing oppression, remained alternative in essence and thus risk having a limited scope and impact (Marshment, 1993). We then reinforce our belief that as feminists we cannot afford to dismiss popular “texts”, since the self definitions of women and men, which are dominant in a certain culture, derive from popular culture (Gamman & Marshment, 1988). Thus, considering the extensive range of international research work in this area (e.g. MacDonald, 1995; Gauntlett, 2002; Gill, 2008; MacDonald, 1995; Shields, 1990; Thornham, 2007; MacRobbie 1994; Brundson, 2000), we analyse some of the discourses, discursive features and their articulations in some different forms of popular culture, including cinema, TV shows, fairytales and women’s magazines. We conclude that there are persistent and overlapping gender discourses, working in “constellations” (Sunderland, 2004), that permeate the feminine imagery, since Eve and Mary until the present day. However, there are also apparently new, emancipatory and empowering discourses. In the oscillation between the “old” and the “new”, in the apparent contradiction of the discourses expressed, there seems to be, nonetheless, a still pervasive dominant gender ideology. –

Sex-appeal in advertising: Does gender matter concerning reception and effects?

Susanne Merkle – University of Erlangen-Nuremberg, Germany · susanne.merkle@wiso.uni-erlangen.de

Rebecca Preß – University of Erlangen-Nuremberg, Germany · rebecca.press@wiso.uni-erlangen.de

Nothing comes between me and my Calvins“. This claim is part of the first scandalous ad with the 15-year old Brooke Shields as model by Calvin Klein. It was discussed if a teen girl should be sexy in such an obvious way. Moreover there was the question whether recipients tend to like the ad because of this kind of sex-appeal or if they feel repelled. Since this ad Calvin Klein is famous for a sexy image and polarizing advertising. Many times Calvin Klein ads were banned, for example a spot with Eva Mendez was stopped in the USA in 2009, because there was too much nudity. So as researchers we have to ask: Are there rules or constraints for sex-appeal in advertising? Are people offended or touched in a negative way through the use of sex-appeal in advertising? And furthermore: Do different perceptions and understandings of sex-appeal exist between women and men? And are there negative effects created by using different kinds of sex-appeal in advertising? To answer these questions, first the term “sex-appeal” itself and the development of its definition over the last decades is revised and elaborated. In the next step we identify different possibilities of using sex-appeal in advertising. For this findings from previous empirical research in the field are taken into account. Both positive and negative effects of sex-appeal in advertising are considered. Among others, effects are measured and explained by the theories of the Elaboration-Likelihood-Model and the Model of Batra and Ray. These theories should help to understand possible ways of processing sex-appeal in ads. Based on this background an empirical study is conducted in a two-step approach: First a suitable classification for sex-appeal is identified in a group discussion. Based on these findings an experimental setting is developed to test our research questions. As stimuli, ads with different kinds of sex-appeal (according to the classification) are shown to the test persons. Finally, the main focus of this study is to bring forward if gender differences do exist concerning the perception of sex-appeal in advertising and, if so, how these differences are composed and what they consist of.

Visual Representation of Women in Politics: An Intercultural Perspective (based on Hillary Rodham Clinton, USA and Yulia Tymoshenko, Ukraine)

Nataliya Matamoros – Luhansk National University, Ukraine · nmatamoros@yahoo.com

Approaches of representing gender in visual media are symptomatic of the existing range of cultural values, stereotypes and ideological directions in a given society. Nowadays “the most striking change is in the mass media’s images of what constitutes successful, and thus hegemonic, masculinity and femininity” (Gal, 83), which continues to be redefined in response to social, economical and historical processes. Photography, as an

indispensable tool of capturing and reflecting cultural phenomena, is used in this research to demonstrate cultural specifics of gender representation in the political sphere in the society of the USA and Ukraine. Both Hillary Rodham Clinton and Yulia Tymoshenko, being front-line political representatives of their countries, serve as elected embodiments of women's expectations and visions. Importantly, they also represent visual projections of women's national identities of their societies. By maintaining a specific visual image relevant to national and cultural expectations of their countries these two politicians are able to obtain popularity and support. Tymoshenko's approach is based on traditional Ukrainian image with particularly feminine features in clothing and hairstyle, while Clinton's highly conformist strict business style shifts her into a unisex/sexless realm of perception. Repeated display of the main elements of style in visual media creates a high level of recognition on the local and international arena. Issues of public appeal, image construction and self-fashioning are addressed in this research of the phenomenon of women political leaders and their respective role in the cultural development of their societies. Gal, Susan, Gail Kligman. *The Politics of Gender after Socialism*. Princeton: Princeton University Press, 2000.

Images of women – national leaders in the media of Russia and Sweden: Myths and Antimyths

Liudmila Voronova – Södertörns högskola, Sweden, Sweden · lusyandrik@gmail.com

It's more than 30 years that researchers from all over the world discuss the so called "gender frames" that are used by journalists when portraying powerful women. These frames can be found in everyday coverage of political women – domestic or foreign, but are easier to define in outstanding situations such as political scandals and elections of politicians. In the latter gender becomes one of the tools for both politicians and journalists to influence the audience/electorate. We analyzed coverage of world famous political women – such as Hillary Clinton, Angela Merkel, Tarja Halonen, Yulia Tymoshenko etc. – in quality printed media of Russia and Sweden in the time frame of women-politicians' election campaign in order to find out whether the media of the two very different countries are using the same patterns when portraying one and same political women – and, hence, encouraging or not encouraging ordinary women in their own countries to be active in political sphere. The choice of countries was not random: according to data provided by the World Economic Forum, Russia is on the 99th place in the list of 134 countries as far as gender balance in political sphere is concerned with only 14% of female parliamentarians in the lower house and 4,7% in the upper and 3 female ministers out of 17, while Sweden is one of the countries standing most close to gender equality achievement with 47% of women in the parliament and 10 out of 22 ministers being women. When comparing the two systems of images, we visualized them as two points on the different semantic distance from both the ideal (absolute gender equality in political sphere and in the media yet not reached by any country) and the reality (growing amount of women in power in different countries) reflected in the Russian and Swedish media through different prisms. Russian media's approach is based on the system of "myths" helping the traditional stereotypes root and strengthen. Swedish approach is based on urge towards gender balance and is characterized by sometimes excessive emphasis on the problem of political activity of women. That's why we called the system of images of female politicians in the Swedish media "antimyths", as they help readers' positive attitude towards those women root, and hence help women-politicians themselves empower in the media.

"Saving Women:" Afghan Women in the News

Margaretha Geertsema – Butler University, United States · mgeertse@butler.edu

When the U.S. government used the plight of women in Afghanistan to add legitimacy to the military invasion in 2001, the news media were quick to report the U.S. mission. Many feminists at home and abroad shuddered, realizing that war would undoubtedly increase the hardships for women. The voices of Afghan women, however, were rarely heard. Framing the war in language of "liberation" reinforced a view of Muslim or non-Western

women as “victims” who needed to be “saved” by the United States. This discourse created challenges for transnational feminist activism and solidarity, as happened when the Revolutionary Association of the Women for Afghanistan (RAWA) accused the Feminist Majority, who publishes *Ms. Magazine*, of taking all the credit for women’s achievements in Afghanistan. However, not all women’s groups opposed the invasion. Women for Afghan Women (WAW), a grassroots organization in Flushing, NY, argued that “along with a global coalition of nations organized by the U.N., the United States must exert force in Afghanistan to oust the Taliban.” Founded in April 2001, WAW was catapulted into the media spotlight after the 9/11 attacks. In 2009, WAW took a strong stance against the withdrawal of U.S. troops from Afghanistan, arguing that a withdrawal will lead to a “total takeover by the Taliban and a massive human rights crisis.” As part of their advocacy, the founders of WAW realized they needed to improve their media strategies. They partnered with Women in Media and News (WIMN), a feminist media activism organization in Brooklyn, NY, to consider effective ways of interacting with the media. This paper studies WAW’s efforts to reach the mass media with their messages and the extent to which they were able to influence the debate about women in Afghanistan. Results are based on in-depth interviews with one of the founders of WAW and the executive director of WIMN, as well as an analysis of media coverage of WAW and women in Afghanistan in general.

Latina girls in television

Angharad Valdivia – University of Illinois, United States · valdivia@illinois.edu

Christina Ceisel – University of Illinois, United States · ceisel@gmail.com

Due to an impossible not to acknowledge demographic presence and growth of Latina/os as documented by US Census data, US popular culture in general and girl culture in particular has begun to include representations of Latinas and Latinidad {the culture of being Latina} in mainstream children’s programming. Given the global circulation of much of US produced popular culture, this means that representations of Latina girls are being seen by children throughout the world. The production of such programming is being carried out both by global conglomerate Disney who brought us both *High School Musical* and *Cheetah Girls* franchises as well as by other US networks such as CBS who created the phenomenally successful *Dora the Explorer* and its male gendered spin-off *Go Diego Go!* The content of these shows deserves closer analysis, with particular attention paid to issues of ethnicity as they relate to action, agency, and protagonism. Are Latina girls easily identifiable as such or does it require some type of “insider” knowledge to make this recognition? Do Latina girls in television play a protagonist role in the show? Do they have agency over their lives and actions? This paper will look both at the Disney movies and the shows such as *Dora*. The previous will be analyzed in full but *Dora* has to be sampled. I propose both a time sample—taking one show and/or videos from its 9 year run and, based on girl culture, feminist studies, and Latina/o Studies, code for themes and tendencies in the shows and movies. Frequency will not be measured as the shows being chosen have already been determined to include Latinas. More qualitative themes will be studied such as location, nation, action, setting [indoor/outdoor], relationships, and themes. Ultimately this project explores the gendered deployment of ethnicity in contemporary girl culture. Feminist influences on popular culture have seeped to this younger generation similarly to the manner in which they are currently deployed in contemporary youth and young adult chick flick and chick lit cultural forms. Themes of post feminism, emphasizing beauty, style, and consumerism either blend with more traditional feminist themes of solidarity, upward mobility [breaking the glass ceiling] or push them aside altogether for a celebration of girl power nearly bifurcated from any political project.

"Offering Her Body to Heal the World": Making Sense of Salma Hayek's Breastfeeding Campaign

Isabel Molina-Guzmán – University of Illinois Urbana-Champaign, United States · imolina@illinois.edu

In February 2009 Latina celebrity Salma Hayek set off a viral-media storm when she traveled to Sierra Leone with "ABC Nightline" for a UNICEF goodwill trip on behalf of a women and children tetanus awareness campaign. Hayek, who was still nursing her own child, reached out to a hungry infant and publicly breastfed him. Within hours the breastfeeding clip, which was a small portion of the overall "Nightline" segment, was circulating throughout the media via blogs, news accounts, and video web-sharing sites. Focusing on questions about the social appropriateness of nursing another woman's hungry infant in public, most news and blog accounts elided Hayek's humanitarian effort. Those blogs and news accounts that did focus on Hayek's political intention implicitly minimized its importance by gendering and sexualizing her body and bodily act, such as this EW.com blogger who humorously commented that Hayek's "left breast has now done more for humanity in a few minutes than I've done in roughly my life." This paper situates itself across the terrain of feminist media studies and Latino communication studies to analyze the popular and journalistic discourse surrounding Hayek's public act, including youtube.com videos; US television news network television coverage; and international news stories collected through Lexus-Nexus for the two week period following the broadcasting of the "Nightline" story. Conceptually, the paper explores 1) the identity narratives Hayek utilizes to open a political representational space for herself in the "Nightline" segment; and, 2) the gendered and racialized reception that works to discipline Hayek's political effort. Through the complex intersectionality of gender and race, the analysis concludes that journalists, bloggers and other audiences negotiated Hayek's mobilization of her celebrity identity and Latina/Mexican body. First, while some celebrated the de-stigmatization of breast-feeding, others were more critical of Hayek's political intentions. Among audiences critical of Hayek's humanitarian work, most de-politicized her efforts by reinforcing the hyper-sexualized narrative that have historically surrounded her Hollywood celebrity identity. Others, however, disciplined Hayek's performance of motherhood by calling into question the ethics of "giving away" her child's milk to another child. Informative of the gender, racial, and ethnic discursive economies of the media, the negative responses to Hayek's mothering performance speak to the social discomfort with the light-skinned wealthy Hayek's functioning as wet-nurse to a poor black African child – a reversal of the global politics of maternal labor. Within Western notions of beauty, desirability, and social acceptance, which have historically been driven by socially informed classifications of the gendered and raced body, the pure male body and the essential white body have traditionally held the most symbolic worth in relation to conquered, subjugated and enslaved bodies. Thus, the media focus on the liminal racial and gendered bodies of Latinas such as Hayek draws into question what is consumable about these women and under what conditions they are socially acceptable or politically threatening to particular audiences. 1. Retrieved from http://www.sph.unc.edu/carolina_breastfeeding_institute_news/hayek_breastfeeding_why_do_we_care_12333_8289.html. Accessed June 28, 2009. 2. Retrieved from <http://popwatch.ew.com/2009/02/10/salma-hayeks-br/>. Accessed June 28, 2009.

Trafficking the Woman's Body through Hegemonic Discourse: The Turkish and Kurdish media cases.

Incilay Cangoz – Anadolu University, Turkey · icangoz@anadolu.edu.tr

Sevda Alankus – Izmir University of Economics, Turkey · sevda.alankus@ieu.edu.tr

Comparing war journalism with peace journalism, Johan Galtung argues that while the first gives us a war/violence, propaganda, elite, victory-oriented news reporting, the second offers a peace/conflict, truth, people, solution-oriented journalism. According to other well-known names of theory, Jack Lynch and Annabel McGormick, peace journalism is when editors and reporters make choices—of what stories to report and about how to report them—that create opportunities for society at large to consider and value of non-violent responses to conflict. This paper discusses their comparisons of peace and war journalism; we take the argument further

and say that the very basic principles of the mainstream journalistic practices such as the objectivity, in fact, give us a hierarchical binaries, as war journalism is doing, due to its very claim of giving “so-called” voices “to the two-sides.” We will argue that not only the basic principles, but also the overall discourse of conventional journalism creates obstacles blocking the promotion of the peace due to the fallogocentric (see: Derrida and Luce Irigaray) structuration of the daily and journalistic language. These discussions will analyze the Turkish and Kurdish newspapers’ news and columns covering the “PKK Peace Group Arrival” to Turkey as one of the first steps of the government’s “Democratic/Kurdish Opening” that was/is aiming to find a peaceful solution to a near civil war of the last 25 years that caused the deaths of nearly 37 thousand Turkish/Kurdish citizens. The research will cover the mainstream Turkish and pro-Kurd newspapers from October 20, 2009 to October 27, 2009. In the first part of the paper, we will give an overall picture of the Turkish and Kurdish national media’s attitudes, regarding the early steps of “the Opening.” In this part, we will argue that conventional news reporting can easily turn into provocative news reporting or is already/always war journalism when there is not an editorial policy or public support for promoting peace. In the second part of the paper, our focus will be on the single case of a commentary written by a Turkish columnist who has chosen to explain his opinion about “the Opening” through his sexual fantasy over a famous Kurdish female singer. Through analyzing this commentary and the following related threads in both Turkish and Kurdish national media on the issue, we will argue that peace journalism needs not only a pronounced editorial commitment and re-definition of the conventional values of news writing, but also an accompanying displacement of discursive strategies over “fallogocentric” or hegemonic discourse of the journalism in general. Put differently, in we are arguing that “trafficking women’s bodies through conventional news reporting itself is war journalism.”

Reaching for the “mature women” – The Brazilian AIDS prevention campaign focusing in women over 50 years old

Eugenia Cabral— , Portugal · eugeniocabral@yahoo.com.br

In Brazil, AIDS is a disease still common related to the “risk groups” idea when transmission comes to discussion. Drug addicts, homosexuals and young reckless people are usually the ones pointed in this area. Or were. Nowadays, Government is alerted by the huge increase in transmission cases between heterosexual people over 50 years old, especially women. The late prevention campaigns in the country are trying to reach for this public. This work analyses the “Mature club” campaign presented by Brazilian Government in the 2009 Carnival. Over 35 thousands persons are infected by HIV in Brazil per year. With over 730 thousands of AIDS patients, the country reached the number one position in AIDS transmission in Latin America according to World Health Organization (WHO). And in the last decade, the numbers related to women over 50 years old have become the main transmission cases in the country. In 1996, there were 3.7 cases in each 100 thousands habitant. In 2006, this rate was 11.6 cases in each 100 thousands. With the last changes in society, women role has been modified constantly. Life expectation is bigger and medicine has new treatments and drugs to keep people healthy and sexually active. Women over 50 years old are now dating. But these women were born around the seventy years. They lived their first sexual phase in a time when AIDS were a “gay” disease and not a subject to be treated by doctors or media. Mainly, condom was used to keep only pregnancy away. When passed menopause, women, married or not, didn’t need to protect themselves. This explains the two groups in which the AIDS disease is spreading among Brazilian heterosexual women. In first, come the women who do not use preservative with their partners in long-term relationships and are infected by them, whom were infected in extra-relations sex activity. This group is around 70% of infected women in the country. And, in second, there are mature women who date but are not concerned about AIDS transmission. In 2009, the Brazilian Government chose this group to be the main public in the Carnival Prevention Campaign. Named “Mature Club”, the campaign tried to alert women in this age to protect themselves and create the condom using habits even between the married women. Advertisements, information material were distributed and the media joined promoting stories about the subject in papers and television. (*) Eugênia Melo Cabral is a Brazilian Master student in Nova de Lisboa University. She is graduated in Journalism by Federal do Ceará University (Brazil) and

specialist in Communication Theories, also in Federal do Ceará University, and Corporate Communication, by Fortaleza University. E-mail: eugeniamc@gmail.com. Contacts: Alexandre Ferreira Street, 55, Cave E. Lisboa – PT. Phone: 351-21 6020 040.

Gendered Space: The Digital Divide Between Male and Female Users in Public Libraries in Austin, Texas

Laura Dixon – University of Texas Austin, United States · dixon.laura.j@gmail.com

This paper seeks to examine the gender dynamics of digital divide at public access points in Austin, TX over the past ten years. Austin, TX, widely conceived of as a thriving technopolis, still struggles with the exclusion of certain communities from the benefits of its rapid technological growth. Citizens of “East Austin,” a section of town with a historical legacy of both racial segregation and unequal distribution of public resources, have not been “wired” at the same rate as other communities in Austin. Many users access the internet primarily via public access sites. Informed by the work of Leslie McCall on intersectionality, this study examines users based on sex, age, and race. Within East Austin and other neighborhoods in which users rely largely on public access sites, men have outnumbered women 2:1, showing a gender divide within Austin’s digital divide. Male users have also outnumbered female users in almost every demographic, with the exception of black teens, both in 1999 and 2009. This analysis is based on extensive participant observation of libraries, a quantitative study that has tracked hundreds of users of public access in Austin libraries in 1999 and 2009, interviews in which one hundred twenty people have been asked about their internet usage and their choices to frequent or avoid public access sites, and follow-up interviews addressing issues of gender and public space. This paper will detail the nuances of the gender divide within the digital divide in Austin and also engage theories of feminist geography to analyze how patrons’ conception of the “gendering of space” influences their choices to visit libraries and access the internet. The paper will also investigate the potential long-term effects of the gendering of the digital divide, as detailed by Cohoon and Aspray. Cohoon, J & Aspray, W. (2006) *Women and Information Technology: Research on Underrepresentation*. MIT Press McCall, Leslie. (2005) “The Complexity of Intersectionality.” *Signs: Journal of Women and Culture in Society*, 30 (3), 1771-1800.

Internet Stimulus for Gender Equity in Media Use: Use and Content Preference Among Women Internet Users in India

Gita Bamezai – Indian Institute of Mass Communication, India · gitabamezai@gmail.com

Prashant Kesharvani – IIMC, India · prashant081jnu@gmail.com

Anupriya Roy – IIMC, India · anupriyaroy@yahoo.com

Babyrani Yumnam – IIMC, India · babyyumnam@yahoo.com

Gender inequality in the socio-political and economic sphere mirrors the access, availability and use of mass media among women in India, especially the print media. The availability of internet and emergence of e-editions of newspapers of both English and vernacular language papers have thrown some revolutionary possibilities of access and availability which needs to be examined. The paper examines how access to Internet can promote reduction in gender gap in media use and a change in the consumption patterns of women users and their content preference. Through the use of the survey method the reading habits, content preferences and internet use among men and women in metro and non-metro cities were assessed. The gender differences were more dominant in access, use and content preference among newspaper readers without access to on-line news. Women preferred ‘stereotype’ information related to films, entertainment, lifestyles and advertisements, while men read about politics, sports, business and science and technology. However, younger women preferred sports; and those with higher-incomes and education level read ‘male-preferred news’ content about business, education, science and technology and editorials. The gender differentials in online content preference were however not significant even though two out of every three online news-readers were men. Women with online

news access read more editorials, sports, lifestyle and education-related news. Once women have access to internet, they reported similar views on advantages of the internet over the newspaper and reasons for accessing news online. In the metros, the young with internet access and higher-education read more news online. Gender inequality is considerably reduced when women are in a position to access the new media and live in cities which have a good infrastructure. This gender-gap reduction is contingent upon equal access to the internet facilitated by a higher education, income and technical literacy. Inferential statistics (T-test and ANOVA) were used to determine these results.

Visibility of Women in Indian Magazines – A Revisit

Lakshmi Sasidharan – Information Technology, India · r_s_lakshmi@yahoo.co.in

The visibility of women in the print media is in many ways a mirage. Women's issues and problems find little space in newspapers as well as magazines; and the little space occupied by them is unrealistic and unflattering. Women's education and status in society have improved in the past two decades. But this changed role of women is not reflected in the treatment of women by these magazines. The globalization and liberalization have drastically changed the lifestyle of the people, especially women. Numerous foreign magazines are published in India along with the Indian ones and some foreign magazines like Time and Newsweek are distributed by the established publishing companies along with their publications. So the authors have decided to study 5 general interest magazines Frontline, India Today, The Week, Outlook and the Sunday Indian. In the 1990 study, two other magazines – The Illustrated Weekly of India and Sunday were included. But the authors were forced to take in Outlook and the Sunday Indian as the two magazines stopped publication a few years before. For the content analysis of magazines the sampling method and the categories for analysis were exactly those used in the 1990 study. The study looked into the newshole occupied by women, how their photographs are used and the roles in which they were portrayed. It was found that though women have gained positions of power and prestige these magazines devoted only around 10% of their total newshole for women. Though they are shown more in professional roles than in familial roles, they are not shown in a flattering way. Women were given space because of their own merit but were not given their due. Women's problems were not discussed with the seriousness it deserved. Unlike in the earlier study, while more space was given for photographs of woman, they found places in cover pages too. (A replication of the study presented at the Gender and Mass Media session of IAMCR conference at Bled, Yugoslavia from Aug 26-31, 1990 by the first author.)

The Advertised Image of Women

Lakshmi S – Information Technology, India · r_s_lakshmi@yahoo.co.in

Rekha Sasidharan – University, India · rekhamcj@gmail.com

Advertisements are pervasive and one cannot escape them or their influence. Though people claim they are affected by advertisements the growth of advertising and ad spends of companies and products/services make us believe that advertisements play an important role in everyone's life. Globalization and liberalization have brought in many changes in the lifestyle of people. Not only men, but women too have made many changes in their life in the past two decades as more women could acquire degrees and join the offices and earn handsomely. Advertisers target women more than men as they have the spending power. Though women have come up in life, the change in their life is not reflected in the advertisements. This is something serious as exposure over a period of time to these advertisements, which are demeaning to the woman, help to imbed fixed notions in the mind especially in the young ones' that man is superior and women are inferior. Young people accept these as reality and react accordingly. The authors thought that advertisements should be studied to know how women are portrayed in the advertisements. For the study, six magazines were selected – two general interest magazines, two women's magazines and two men's magazines. The advertisements transport people to

fairy lands. The three sets of magazines have advertisements for different products as they are targeted at different people. But the portrayal of men and women are not in consonance with the reality. The questionnaire survey conducted to supplement the observations made in the content analysis proved the authors' observations right. Not only women but men too found the advertisements objectionable. Women felt that old stereotypes still persist. The advertisers are unwilling to accept the change in women's position. The ads portrayed women as inferior, obsessed with fair skin and good looks. Men too said their portrayal is not to their liking. The advertisements now use more sport stars than other celebrities and stress on the physical prowess of men.

Boy-Flick: Gender Sideways in the Genre Highway (Alexander Payne's "Sideways" in the Age of Bromance

Dorian Lugo-Bertrán – University of Puerto Rico, Puerto Rico · dlugo@uprrp.edu

I intend to reflect on the construction of masculinity and homo-erotic tension in the indie film "Sideways" (2004) by Alexander Payne. The film illustrates well the dialogue between normative dispositions and libidinal motilities, taking the meaning of relating to other levels of textuality. These alluded new levels not only push what is most often understood about male friendship but heterosexual one in particular. It will also be important the intertextual dimension to the film, since nowadays the bromantic comedy paradigm has become hegemonic, with widely-viewed films such as "Pineapple Express" and "I Love You Man" to support the case. However, few of them take the construction of masculinity and sexuality to the "sideway" places, as it so happens with Payne's. In order to correctly address the subject a Bromantic Comedy genealogy will be most necessary; this will shed some light on the film's dialogic complexity. Lastly, psychoanalysis and gender studies will help read the "not so straight story" to the story. All in all, I also intend to show how a complex elaboration of male friendship has a direct link to the the congress' main theme, since emergent paradigms of communication, such as bromantic comedy, are pointing at emergent subjects, with a different and should I say more political idea of citizenship. To belong to the polis is not only to occupy a space but to produce new spaces as well, spaces to be occupied by the still emergent citizens.

A Textual Reading of the People's Daily: How State Discourse on Women Changed in China, 1976-1979

Shi Li – Indiana University, United States · lishi@indiana.edu

In the past century, the women's movement in China has been closely associated with the nation's political climate and social change. Whether it is perceived as a socialist liberation or an insidious oppression, scholars generally agree that the state leadership and policies play a predominant role in determining the direction, theme and rhetoric of women's issues in Chinese society. Approaching news texts on People's Daily, a government-run newspaper under the direct control of the Communist Party, this paper aims to track the changes of China's state rhetoric on women's identity as citizens and as individuals between 1976 and 1979. 1976 is the year when China ended its decade-long catastrophic Cultural Revolution, and 1979 is the year when the nation started to move into its new Reform Era. By analyzing the coverage of women's issues over the three days period surrounding the March 8 "International Working Women's Day" in the newspaper during these four years, this survey, based on feminism theory, attempts to answer a few questions: How did the newspaper's representation of women in relation to family, labor and the building of the nation towards modernity develop over these four years? Did the selecting, ordering and framing devices the newspaper employed in its discursive production of the voices that affirmed or questioned women's identity as individuals and citizens, change? If so, how would such changes correlate the changing symbolism of women's empowerment and national progress? Whose interests or priorities did the newspaper's representational strategies highlight, eclipse, or exclude over those four years, in turn reflecting those shifting interests and priorities of the Chinese political authority between 1976 and 1979? Addressing these questions, the ultimate objective of the present analysis is to offer intertextual readings that allow to explore how the visual and textual repertoire of journalism (or, propaganda, according to the

Chinese environment) intersects and operates in relation to the institutional context of a changing China, from the end of the Cultural Revolution (1966-1976) to the Reform era (1978 and onward), with a backdrop of its thousand-year long patriarchal system.

Visions of Young Women's Economic Rights: a Participative Perspective to Active Citizenship

Jean Casey— Puntos de Encuentro, Nicaragua · jeancasey@gmail.com

This paper will focus on the experiences of a Nicaraguan feminist NGO, Puntos de Encuentro, to explore the process of incorporating participatory practices into the development of alternative media and using this media to promote active citizenship around claiming certain rights from a gender and generational perspective. Puntos de Encuentro uses Education Entertainment, in the form of a 'social soap opera', as part of their wider communications strategy that aims to promote the rights of young men and women. The story aims to visualize the relations and interconnectedness of the global and the local and how global processes limit young women's ability to exercise their rights. In turn it links the local to the global through challenging viewers through its story lines to question global processes and provoking dialogue in the 'local' realm of intimate relations, encouraging the viewers to analyze and debate given situations with their friends, families or partners. In this sense the series sets out to increase active citizenship by encouraging viewers to defend, claim and exercise their rights and demonstrating possible ways this may be done. In order to develop the story lines created for this new series the all female team have utilised participatory practices that seek to enable complex story lines to be told in a format that is both accessible and popular with young people. These practices, such as working closely with organizations campaigning around these issues and engaging with the young women who are living these issues, provide the framework for the scriptwriters to build stories which can communicate with viewers in a way that helps them understand this 'other' context through finding connections to their own everyday lives. It will also consider how the organization reinforces the mass media messages of the social soap by creating educational packets that are shared with organizations in Central America and used as a methodological approach to empower young people to name, claim and exercise their rights. The article will conclude by discussing the role alternative participatory media such as this can play in influencing young people to claim their rights. It suggests that while a gap may still exist between such programming's ability to increase dialogue on a topic and this being translated into action, through visualizing young women's economic struggles within the context of processes of globalisation and in the language of rights, it does have the potential for challenging the discourse around young women and economic rights.