



Gender and Communication Section International Association for Media and Communication Research (IAMCR) – Newsletter April, 2022

The Gender and Communication section would like to bring attention to its members to the series of events that the section will be hosting in the next months ahead of the IAMCR conference in Beijing in July, 2022.

April 2022

An illustration of a diverse group of people, including men and women of various ethnicities and ages, some wearing glasses. A black rectangular box with the word 'Conferences' in white text is overlaid on the left side of the illustration.

Conferences

A) MeCCSA Postgraduate Network 2022 Conference: Meditating Gendered Identities: Articulations, Representations & Contestation.

<https://www.meccsa.org.uk/uncategorized/meccsa-pgn-2022-kings-college-london-conference-call-for-papers/>

The programme committee welcomes proposals from graduate students on a

range of topics that address the mediation of gender in cultural practices, products, and settings. Please submit an abstract of no more than 250 words to meccsapgnc2022@gmail.com by *May 1st, 2022.

B) Call for Papers - VII International Congress on Communication and Gender

7-8 April 2022, University of Seville, Spain. In the 7th edition, in addition to issues such as discrimination due to gender or representations of sexual identities, we want to highlight the debate on new masculinities. Full equality will only be possible if we reconsider the shortcomings of the patriarchal construction of the male model to achieve more open, horizontal and communicative models from a plural understanding of masculinity.

<https://gendercom.org/>



C) International Conference on Policies and Parental Support

- 8th to 9th of August. York St John University Campus, York, UK.

Deadline for Abstract Submission (500 words): 5th of April 2022.

Gender studies, diversity and equality are important topics.

ICPPS@yorks.ac.uk.

D) International Conference Women and Cinema in Ibero-America: politics, histories, representations, intersectionality,

University Carlos III of Madrid (UC3M) Getafe Campus, Madrid, Spain, 21, 22 & 23 September.

Organised by: Research Group "Television-cinema: memory, representation and industry" (Tecmerin) . Deadline: 16th May 2022.

Full info and submissions:

<http://eventos.uc3m.es/go/mujeresycineiberoamerica>

E) Invitations are open to participate in the *Critical Feminisms symposium. Rethinking the binomial technology and power*, of the VIII Edition of the International Conference on Communication and Thought, coordinated by Mg. Sandra Arencón-Beltrán and Dr. Salomé Sola-Morales. Communications can be sent in Spanish, English and Portuguese. For more information:

<https://comunicacionypensamiento.org/simposios/s12/>

The most important deadlines:

- Submission of the summary and registration at a reduced price: until March 28.
- Submission of the participation video (max. 15 minutes): until April 25
- Online celebration of the congress: April 27 and 28
- Submission of full text for publication as a book chapter in the Dykinson publishing house: May 30

*For any questions or concerns, you can contact the coordinators in a personalized way.

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Dra. Salomé Sola-Morales: ssolamorales@us.es



Past Conferences

INTERNATIONAL
WOMEN'S
DAY

A) 8th March.- DME Media School, Delhi Metropolitan Education, Noida, Delhi NCR, India organized in collaboration with **Gender and Communication Section - GEN of International Association for Media and Communication Research - IAMCR** on the occasion of **International Women's Day 2022.**

Webinar: "Inspiring Women -Global Faces Gendered Media Space: Shattering the Glass Screen"

IAMCR women of substance discusse Gendered Media Space: Shattering the Glass Screen on International Women's Day.

The main purpose of educational institutes and research bodies is not just to bring about a revolution and change on paper but is also to channelize the thinking of people on relevant issues and topics. Keeping the aforesaid purpose in mind. **Gender and Communication Section, International Association for Media and Communication Research in association with Media School of Delhi Metropolitan Education** organized a Panel Discussion on 'Gendered Media Space: Shattering the Glass Screen'. The discussion wandered through gendered media space to find out the magnitude of the shattered glass screen. The panel stood on the principle of diversity and witnessed women on strength from around the world.

The panelists included, **Dr Katia Maria Belisário, Brazil** Communication Faculty, University of Brasília, Brazil, **Ms Tami Kashia Gold** Professor and Filmmaker, Hunter College City University of New York, **Dr Safa Osman, UAE**, Associate Professor College of Mass Communication Ajman University, UAE, **Dr Christy Mady, Canada/Lebanon** Assistant Professor, Notre Dame University-Louaize (NDU), Lebanon, **Dr Patricia Núñez Gómez, Spain** Director of the Department of Applied Communication Sciences and Faculty of Information Sciences, Complutense University of Madrid, Spain, **Ms Lucia Gloria Vazquez, Spain** Researcher in the UNESCO group and faculty Complutense University of Madrid, Spain, **Dr Mariyam Shakeela**, Honorary Consul of Belgium in Maldives Former Cabinet Member & CEO SIMDI Company and **Ms Tahira Habib, Pakistan** Cultural and Human Rights Specialist and Senior Manager - Outreach and Complaints Human Rights Commission of Pakistan.

The panel was moderated by **Dr Wajiha Raza Rizvi, Pakistan**, Co-Chair, Gender and Communication Section IAMCR and Associate Professor School of Media and Mass Communication Beaconhouse National University and **Dr Ambrish Saxena, India**, Member, Gender and Communication Section IAMCR, Vice President, Global Media Education Council (GMEC) and Professor and Dean, DME Media School Delhi Metropolitan Education. The panelists discussed various issues including women's voices on social media, storytelling and women and women representation on various forms of popular media and its effect on the viewership. The panelists also touched upon crimes against women and the effect of the pandemic on women behavior.

The panelists each presented their views and perception on issues pertinent in their countries and across the globe. The discussion started with Dr Belisario. She spoke of the invisible pandemic that surrounds women. She spoke about the crimes against women and shared insights from the Brazil Public Report 2021, she stated that one in every four women was a victim of domestic violence in every 10 minutes and a woman was raped every 7 hours. She highlighted that to make the situation better what is required is to give women a voice in the parliament and decision-making process. If women's voices are not heard, substantial change will not be possible.

Ms Gold talked about The Alternative Film moment of the 1970/80's impact on Women Making Media in 2022. She talked about the number of women actively involved in the storytelling process and the journey of women to break the glass ceiling. Ms Gold added that women should be given a space to share what they feel and tell their stories so that proper representation of women can be achieved. Dr Osman shared her insights on the awareness of Egyptian women of their rights by using the social networking sites. She highlighted how women talked about fundamental rights and cultural relativism on Facebook and its effect on the public perception and media. She highlighted those women when they become vocal about their issues can guide and drive the storytelling.

Dr Mady in her address shared some insights with regards to the status of women in Lebanese media - particularly women news journalists. She discussed the many factors that affect women's contributions to the media and highlighted how the country's socio-economic and cultural factors have played a major role in advancing their careers. Dr Nunez in her address presented her research about the gap dreams of girls. She highlighted how as women grow, their career aspirations change as compared to men. On one hand men become more finance oriented and women change their opinions and start focusing on building their households and nurture families.

Dr Vazquez emphasized the minimal percentage of women who are directing films, which is particularly critical considering how many have degrees in film studies. She delved on the possible causes and consequences She gave this critical perspective from her own personal experience of working in Hollywood. She also emphasized on women filmmakers contribution towards feminist activism of the individual and the society.

Dr Shakeela in her talk talked about the societal concept of femininity and cultural socialization process of the patriarchal attitudes which condition girls to play passive roles and boys to play active and sometimes even aggressive. She highlighted that the media further reinforces these beliefs and cultivates this thought pattern.

Maldives media scene is currently enjoying an unprecedented freedom, a level of maturity can be seen where oppression given articles of anger and frustration has leveled off giving way to more balanced reporting but it remains a very gender biased and gender-blind media. This needs to be changed for which more sensitization programmes and women representation in the roles of content creators is required.

Ms Habib, giving historical references from the time of India - Pakistan, she talked about the journey of women and expressed joy remembering the Women ministers and decision makers of Pakistan. Dr Ambrish Saxena presented his views and said, like in other sectors, women in media face significant obstacles. Developments in women's position and involvement in the media worldwide as well as their image in the media have been gradual but noticeable. He added that women empowerment can truly happen when women irrespective of their caste, ethnicity or colour are educated and given a free space to express their opinions and voices.

Dr Wajiha Raza Rizvi concluded the session by summing up points from everyone and connecting all the points of discussion. She further said, "Women across the world can support each other and foster mutual growth to effectively break the "glass screen" specially in media". She also engaged in discussion with the audience. Dr Shiela Katzman also spoke in the end and resonated with the panel. She said that though women have come forward to actually break the glass ceiling it is important to take affirmative action for women empowerment.

The webinar effectively brought forth various points of discussion and arguments to the public eye. The organizing committee from IAMCR include co-chairs Dr Wajiha Raza Rizvi and Dr. Carolina Matos, and vice-chairs Ms Faiza Rafique and Dr Patricia Núñez Gómez. The organizing committee from Delhi Metropolitan Education included Prof. (Dr) Susmita Bala, Dr Manasvi Maheshwari and Ms Mduita Raj, Members of IAMCR.
(Report prepared by Dr Manasvi Maheshwari)

Link here:

<https://www.youtube.com/watch?v=mMDZHvqx8II&feature=youtu.be>

B) 9th March.- International Women's Day for the Desmond Tutu Centre - Liverpool Hope University, UK.

Special Talk: "NGOs and advocacy communications for gender equality and reproductive health in international development".

Keynote speaker: Dr. Carolina Matos, Senior Lecturer in Media and Sociology at City, University of London, UK

Abstract: Sexual and reproductive health and rights (SRHR) matter both for gender equality as well as for democratic politics, whilst communications when used strategically can contribute to shape debate and assist in the advancement of policies in the field of women's rights. In the age of media saturation, research has shown that various NGOs face difficulties in advocating around their causes, particularly those working with human rights and in complex areas, such as sexual and reproductive health and rights. NGOs, feminists networks and movements face a series of challenges which range from the growth of far-right movements and conservative resistance throughout the world, to cuts on public health services at the local level and an increasing climate of competition for more funds and publicity in what is currently a saturated (online) mediated political environment. New technologies are not always capable of assisting social movements and NGOs in their causes.

The project Gender, health communications and online activism in the digital age, funded by the Global Challenges Research Fund (GCRF), seeks to advance research on advocacy and the use of communications by a total of 52 feminist and health NGOs and networks located in both the North and the South, but whose work has a particular focus on Brazil, Latin America and in India. The sample includes organisations from Care International UK to CREA India and Anis, Brazil. Core research questions are: How can communications be used for advocacy on SRHR? How are health and feminist NGOs and networks making use of communication tools? and How do communication strategies reflect on daily activities, and what are the challenges that NGOs encounter for advocating around SRHR?

For more, see here: <https://www.youtube.com/watch?v=JzocewXwFLs>



Comic Book Women

A) Comic Book Women: Characters, Creators, and Culture in the Golden Age

by Peyton Brunet & Blair Davis.

Foreword by Trina Robbins.

Comic Book Women/ offers a feminist history of the golden age of comics, revising our understanding of how numerous genres emerged and upending narratives of how male auteurs built their careers.

Considering issues of race, gender, and sexuality, the authors examine crime, horror, jungle, romance, science fiction, superhero, and Western comics to unpack the cultural and industrial consequences of how women were represented across a wide range of titles.

<https://www.combinedacademic.co.uk/9781477324110/comic-book-women/>

Monograph published

B) Monograph published

by Dr. Marina Ramos. Sevilla University, Spain.

This paper studies the media representation of violence against women in the Andalusian press based on the Wolf-Pack Case in order to assess its degree of deontological quality. Thus, it has been evaluated whether the main Andalusian newspapers thematically and conceptually frame sexual violence as a form of violence against women.

The Wolf-Pack Case has been analysed given its journalistic power because since 2016 it has unleashed a political, legal and social storm that has placed sexual violence at the forefront of the national and international political agenda, even leading to the reform of the Criminal Code in the classification of sexual crimes.

In this way, the research delves into the social responsibility of the press for democracy and the protection of human rights. (Tirant lo Blanch, ed)

<https://idus.us.es/handle/11441/126052>

"Staging Aggressive Masculinity"

A) The Network of Women in Media

India (NWMI)

In collaboration with IAMCR member Usha Raman and two of her doctoral students, Amritha Mohan and Anuja Premika, recently published a report based on a study exploring the presence of aggressive masculinity in journalistic performance and social media discourse.

Titled "**Staging Aggressive Masculinity**," the study monitored prime time news and talk shows on 31 television channels across 12 Indian languages including English. Among the key findings, aggression was observed in more than 50% of all news shows sampled, with the percentage rising to 85% for talk shows. Tone of voice was the most common expression of aggression (76.8%), while elements that increased stridency such as sound and visual effects occurred frequently (60%). Panels moderated by male anchors revealed relatively more aggressive masculinist behavior (54.55%) on several metrics than those moderated by female anchors (12.07%).

The study was prompted by the increasingly aggressive tone of news performance, characterized by high-decibel confrontational behavior on many shows, which often carries over into social media as well. The researchers also looked for instances of gender positive behaviours while offering guidelines on how to move towards a more dialogic, civil mode of television news presentation. The complete report may be found on the NWMI web site.

<https://seureservercdn.net/198.71.233.33/13y.65a.myftpupload.com/wp-content/uploads/2022/01/M3-final-Feb1.pdf>

The newsletter from the Gender and Communication section is distributed monthly to its members. If you have an event, publication or job ad that you would like to see included in the newsletter, please e-mail the sections' chair and/or co-chair, Dr. Carolina Matos (Carolina.Matos.1@city.ac.uk) or Dr. Patricia Núñez-Gomez (pnunezgo@ccinf.ucm.es). With the help of Alicia Abascal Astobiza, Jennifer Manzano Hidalgo, María Pérez San Bruno and Irene López de Francia, Complutense University students.



IAMCR Gender and Communication Section

Wajiha Raza Rizvi, Co-chair (Film Museum Society | Beaconhouse National University) Carolina Matos, Co-chair (City University of London)

Faiiza Rafique (Forman Christian College, Pakistan)

Patricia Núñez-Gómez, Vice-chair (Complutense University of Madrid)