GENDER AND MEDIA MATTERS
WIDENING THE HORIZONS OF THE FIELD OF STUDY
INTERNATIONAL CONFERENCE

15-16 October 2021
Sapienza, University of Rome

CONFERENCE PROGRAMME

FRIDAY 15 OCTOBER 2021

9.00
(CEST)

INSTITUTIONAL GREETINGS
(in person at Sapienza Conference Centre and online on Zoom)

Chair: **Paola Panarese**, Conference organiser, Sapienza, University of Rome
Speakers:
Antonella Polimeni, Rector of Sapienza University of Rome
Alberto Marinelli, Director of the Department of Communication and Social Research at Sapienza, University of Rome
Antonio Fasanella, Coordinator of the PhD Programme in Communication, Social Research and Marketing of Sapienza, University of Rome
Elisa Giomi, AGCOM Commissioner

10.00
(CEST)

KEYNOTE SPEECH
(online on Zoom)

Rosalind Gill (City, University of London, UK) - **POSTING A PERFECT LIFE. AFFECT, SOCIAL MEDIA AND FEAR OF GETTING IT WRONG**

11.30
(CEST)

COFFEE BREAK

ROUNDTABLE - GENDER AND MEDIA STUDIES IN EUROPE AND IN THE MEDITERRANEAN REGION
(in person at Sapienza Conference Centre and online on Zoom)

Chair: **Karen Ross** (Newcastle University, UK)
Speakers:
Carla Cerqueira (University of Minho, Portugal) – Gender and the media in Portugal: advances, metamorphoses and setbacks
Rosario Lacalle Zalduendo (Autonomous University of Barcelona, Spain) - Cartography of research on hate speech discourses (misogyny) in the Spanish Manosphere
Flavia Laviosa (Wellesley College, USA) – Framed lives, screened deaths. Honor crimes in European cinema
Janet McCabe (Birkbeck, University of London, UK) – Some notes on transnational TV studies and the 'place' of feminist television criticism
Claudia Padovani (University of Padua, Italy) - Who's interested in media policies for gender equality?

13.30
(CEST)
LUNCH BREAK

14.30
(CEST)
PARALLEL PANELS
(online on Zoom)

PANEL 1 - GENDER (IN)EQUALITY AND THE MEDIA
Chairs: **Claudia Padovani** (University of Padua, Italy), **Franca Faccioli** (Sapienza, University of Rome, Italy)
Speakers:
Lucia D'Ambrosi (University of Macerata, Italy), **Gea Ducci** (University of Urbino "Carlo Bo", Italy), **Alessandro Lovari** (University of Cagliari, Italy) - Public sector communication and gender equality: an explorative study on digital storytelling strategies of Italian municipalities
Barbara Wolfram (University of Music and Performing Arts, Vienna, Austria) - How to measure inequality? A quantitative approach on measuring gender representation and portrayal in the audio-visual sector
Daniel Edem Adzovie (Tomas Bata University in Zlin, Czech Republic), **Rita Holm Adzovie** (University of Cape Coast, Ghana), **John Oti Amoah** (University of Cape Coast, Ghana) - Gender disparity in film industries: a conceptual study from a Developing Country, Ghana
Hanna Szabó (Free University of Berlin, Germany) - Gender politics and media in Hungary: the case Fairyland Is For Everyone
Alessandro Lovari, Paola Carboni, Manuela Aru, Giorgia Cadeddu, Ester Cois, Barbara Barbieri (University of Cagliari, Italy) - The Implementation of the gender-sensitive communication guidelines on social media: the #GenderedImpact case study

PANEL 2 – GENDER AND SEXUALITY IN THE MEDIA
Chair: **Cosimo Marco Scarcelli** (University of Padua, Italy)
Speakers:
Elisabetta Locatelli (Università Cattolica del Sacro Cuore, Italy) - Telling the taboo: Instagram as a resource for new imaginaries and visibilities of the female body
Gaia Peruzzi, Angelica Spampinato (Sapienza, University of Rome, Italy) - Beyond politically correct: gender representations and definitions of consensus in the pornosphere. A research on Pornhub and XNXX in Italy
Aleka Stamatiadi (Aristotle University of Thessaloniki, Greece) - A short history of women's sexuality in Greece through the lens of popular television series
Irida Ntalla (Middlesex University, UK) - Single motherhood, sexuality and mediated intimacies on dating apps and digital sphere.
Danielle Hipkins (University of Exeter, UK), **Romana Andò** (Sapienza, University of Rome, Italy) - 'Chiara is a bit like any girl - she is flawed and makes mistakes': Negotiating adolescent female sexuality through the Netflix series Baby (2018-20) in Italy and the UK

PANEL 3 - FEMINISM AND THE MEDIA

Chairs: **Milly Buonanno** (Sapienza, University of Rome, Italy)

Speakers:

Karolina Leakovic (University of Zagreb, Croatia) - Marginalized but not voiceless: the rise of non-profit feminist journalism in Croatia

Emanuela Naclerio (University of Milan, Italy) - Amleta: a case study of feminist media production in the Italian artistic field

Idil Engindeniz (Galatasaray University, Italy) - How and why feminists use the podcast area in Turkish?

Arianna Mainardi (University of Milano-Bicocca, Italy), **Alberta Giorgi** (University of Bergamo, Italy) - "Should we discuss our privileges?" Feminism and religion in the digital context

Guanqin He (Utrecht University, Netherlands) - The predicament of 'sisters': neoliberal feminism, ageism and subjugation in post-socialist China

PANEL 4 - GENDER, MEDIA AND POLITICS

Chair: **Stefania Parisi** (Sapienza, University of Rome, Italy)

Speakers:

Tobias Rohrbach, Daphne van der Pas, Loes Aaldering (University of Fribourg, Switzerland) - Gender differences and similarities in media-based evaluations of political candidates: a Bayesian meta-analysis

Gilda Sensales, Gabriele Di Cicco, Enrico D'Urso (Sapienza, University of Rome, Italy) - Linguistic gender biases in the representations of populist and non-populist Italian leaders. A textual analysis of the comments of their followers on Facebook

Arulselvan Senthivel (Pondicherry University, India) - Assertion of Dalit women in Indian elections and denial of their rightful space in the mainstream media

Verónica Israel-Turim, Josep-Lluís Micó-Sanz, Miriam Diez Bosch (Ramon Llull University, Spain) - Are women's voices being followed by power groups on Twitter?

Alicja Waszkiewicz-Raviv (University of Warsaw, Poland) - How to become the visual icon? The social semiotic analysis of the female protest in Poland

PANEL 5 - MEDIA NARRATIVES AND (SELF)REPRESENTATIONS OF WOMEN AND FEMININITIES

Chair: **Gabriella Polizzi** (Kore University of Enna, Italy)

Speakers:

Gemma Cobb (University of Sussex, UK) – From wine mom to #sobercurious: media narratives of women's drinking

Fabiola Adamo (University of Naples "L'Orientale", Italy) - 'Missy Magazine' and Zines: on the media spaces of anti-normative femininity

Burcu Şenel Alpuğan (Hacettepe University, Turkey) - More than "only a story": young female writers' transforming experiences of storytelling online

Anna Tarragó, Endika Rey Benito (University of Barcelona, Spain) - New voices and gazes on Spanish Cinema: narrative and production trends by women filmmakers

Lucia Tralli (University of Naples Federico II, Italy) - Italian actresses and Instagram's affective labor: celebrities performative practices and the games of relatability on social media

Lise Zurné (Erasmus University Rotterdam, Netherlands) - Challenging Gendered War Memories on Instagram. Women re-enactment groups and the mediatization of female war partecipation

16.00 (CEST) COFFEE BREAK

16.30 (CEST) PARALLEL PANELS
(online on Zoom)

PANEL 6 – GENDER, MEDIA AND LEISURE INDUSTRIES

Chair: **Antonia Cava** (University of Messina, Italy)

Speakers:

Mariacristina Sciannamblo (Sapienza, University of Rome, Italy) - From representation to gameplay: analyzing the cultural mediatization of female characters in war video games

Roberto Carradore (Scuola Normale Superiore, Italy), **Tiziana Pirola** (University of Milano-Bicocca, Italy) - Showing and negotiating gamer identity in live streaming. Tactical and strategic uses of femininity in the Italian gaming community on Twitch

Silvia Cabezas De Alcala (University of Barcelona, Spain) - Mermaids and sharks: Informational sexism at the Rio de Janeiro Olympic Games

Alessandra Micalizzi (SAE Institute Milano, Italy) - The Italian music industry and the gender gap: a socio-cultural analysis

Marlene Radl (University of Vienna, Austria) - Engendering media ownership? Gendered media control patterns in Austria

PANEL 7 – GENDER AND TV SERIES

Chairs: **Rosario Lacalle Zalduendo** (Autonomous University of Barcelona, Spain), **Milly Buonanno** (Sapienza University of Rome, Italy)

Speakers:

Annachiara Mariani, Gregory Whited (University of Tennessee, USA) - The perpetuation of sexual (in)equality in popular television series set in the Italian Renaissance

Lola Costa Gálvez, Sandra Sanz-Martos, Sílvia Martínez Martínez (Open University of Catalonia, Spain) - Power and visibility: the representation of women in historical series on public television in Spain

Chiara Checcaglini (University of Bologna, Italy), **Stefania Antonioni** (University of Urbino "Carlo Bo", Italy) - Girls on screen: the representation of girlhood in the Italian series SKAM Italia and Nudes

Süheyla Nil Mustafa (Marmara University, Turkey) - Reconfiguration of the hegemonic femininity in the Turkish workplace dramas

Grazia Quercia (Sapienza, University of Rome, Italy) - The distortion of feminism in serial fiction. Representation and perception of the mis-narrative of the feminine in Bridgerton

PANEL 8 – GENDERED DIGITAL SPACES

Chairs: **Lorenza Parisi** (Link Campus University, Italy)

Speakers:

Laetitia Biscarrat (Côte d'Azur University, France) - Gender and reviewing culture: a case study of the French website Allociné

Emiljano Kazai (University of New York Tirana, Albania) - Hate speech towards women in online news websites, in Albania

Melike Aslı Sim (Koç University, Turkey) - Women as hoping subjects: negotiating fame, labor and identity in Turkish blogosphere

Antonietta De Feo (Roma Tre University, Italy) - Social media and LGBTQ+ activism: the #LeggeZan case

Mariana Fagundes Ausani, Fábio Henrique Pereira (University of Brasilia, Brazil) - The social world of digital feminist media activism in Brazil

PANEL 9 – GENDER, MEDIA STUDIES AND INTERSECTIONALITY

Chair: **Francesca Comunello** (Sapienza, University of Rome, Italy)

Speakers:

Sofie Van Bauwel, Tonny Krijnen (Ghent University, Belgium) - Let's Get Loud. An intersectional approach to the study of gender and media

Elizabeth Prommer, Julia Stüwe, Juliane Wegner (University of Rostock, Germany) - Gender, diversity and the streaming platforms: an intersectional content analysis

Chiara Gius (University of Bologna, Italy), **Alessandra Minello** (University of Padua, Italy) - Why data need intersectionality: considerations on femicide between data-collection and media representations

Sophia Hamadi (Sorbonne Nouvelle University, France), **Alice Missud** (Paris Nanterre University, France) - Researching connected intersectionality on Instagram: the lexicon of the influencers and their social graphs

Maria-Jose Masanet, Margarida Carnicé, Maddalena Fedele, Anna Villarroya (University of Barcelona, Spain) - Is the gender and LGBTI+ perspective integrated into Media Studies? A case study of the University of Barcelona

PANEL 10 – NARRAZIONI MEDIALI E AUTORAPPRESENTAZIONI DI SOGGETTIVITà LGBTQ+ E NON BINARIE
MEDIA NARRATIVE AND (SELF)-REPRESENTATIONS OF LGBTQ+ AND NON BINARY IDENTITIES (online on Zoom in Italian)
Chair: **Gaia Peruzzi** (Sapienza, University of Rome, Italy)
Speakers:
Laura Treglia (Independent researcher) - Switching on' the telly: riflessioni preliminari sul recente impulso verso una televisione italiana più consapevole rispetto a tematiche LGBTQI+, inclusività, diversità e uguaglianza di genere ('Switching on' the telly: enquiring into the latest drive for an LGBT+ conscious, inclusive, diverse and gender-equal Italian television)
Fabiana Battisti, Maddalena Carbonari, Aida Picone, Fabio Virgilio (Sapienza, University of Rome, Italy) - La rappresentazione LGBTQ+ su Netflix Italia. Tra stereotipi tradizionali e nuove narrazioni (LGBTQ+ representation on Netflix Italia. Between traditional stereotypes and new narratives)
Carolina Farina (Sapienza, University of Rome, Italy) – Queering the selfie. L'uso politico dell'autoritratto digitale, nell'attivismo LGBT in Italia (Queering the selfie. The political use of digital self-portraits in LGBT+ activism in Italy)
Giuseppe Masullo, Marianna Coppola (University of Salerno, Italy) - Migrazioni digitali: sessualità transgender fra autodeterminazione e nuovi processi di discriminazione (Digital migrations: transgender sexuality between self-determination and new discrimination processes)
Arianna Bussoletti (Sapienza, University of Rome, Italy) – Alla ricerca di un 'Hellscape' di genere non conforme: un'indagine sulle pratiche di utenti e fan di genere non binario su Tumblr (Pursuing a gender non-conforming "Hellscape": investigating non-binary user and fan practices on Tumblr)

18.00
(CEST)

KEYNOTE SPEECH
(in person at Sapienza Conference Centre and online on Zoom)

A RESEARCH AGENDA FOR GENDER AND MEDIA STUDIES: A DIALOGUE BETWEEN MILLY BUONANNO (Sapienza, University of Rome, Italy) **AND PAOLA BONIFAZIO** (University of Texas at Austin, USA)

SATURDAY 16 OCTOBER 2021

9.30
(CEST)

ROUNDTABLE - GENDER AND MEDIA STUDIES IN ITALY
(in person at Sapienza Conference Centre and online on Zoom in Italian)

Chair: **Annalisa Tota** (Roma Tre University, Italy)
Speakers:
Emanuela Abbatecola (University of Genoa, Italy) - Media e genere. Ricostruzione di una relazione imperfetta
Consuelo Corradi (LUMSA University, Italy) - I media e la violenza di genere: una nuova stagione per i movimenti delle donne
Pina Lalli (University of Bologna, Italy) - La visibilità del femminicidio nella cronaca giornalistica italiana: luci e ombre di un fenomeno emergente
Elisabetta Ruspini (University of Milano-Bicocca, Italy) - Femminismi e media: cosa c'è e cosa manca
Tiziana Terranova (University of Naples "L'Orientale", Italy) - Femminismi pop tecnosociali e il TikTok italiano
Cosimo Marco Scarcelli (University of Padua, Italy) – Studiare la relazione tra giovani, digital media, genere e sessualità in Italia

PARALLEL PANELS
(online on Zoom)

PANEL 11 - HATE SPEECH AND GENDER
Chair: **Giovanni Ciofalo** (Sapienza, University of Rome, Italy), **Vittoria Bernardini** (Sapienza, University of Rome)
Speakers:
Maria Silveirinha, Bibiana Garcez, Gustavo Freitas, Mateus Noronha (University of Coimbra, Portugal) - From the "responsibility to report" to the "responsibility to protect": intersectional misogyny and gendered online violence against women journalists
Rosario Lacalle Zalduendo (Autonomous University of Barcelona, Spain), **Virginia Martín-Jiménez** (University of Valladolid, Spain), **Dunia Etura-Hernández** (University of Valladolid, Spain) - Hate speech on Twitter towards feminist women: the case of the Spanish radical right around 8M
Silvia Díaz Fernández, Elisa García-Mingo (Complutense University of Madrid, Spain) - Antifeminist women in the Spanish manosphere: role (and discourse) of women in misogynistic spaces of the Internet
Francesca Ieracitano, Sabrina Girardi, Caterina Balenzano (Sapienza, University of Rome, Italy) - Judging hate speech as right or wrong is a gendered moral dilemma: exploring moral reasoning of female and male users of social network sites
Katharine Sarikakis, Johanna Dorer (University of Vienna, Austria) - Re/focus on political economy: The Austrian case of quotas, hate speech and feminization of the media worker

PANEL 12 - GENDER-BASED VIOLENCE AND THE MEDIA
Chair: **Mariella Nocenzi** (Sapienza, University of Rome, Italy)
Speakers:
Anna Petrus (Pompeu Fabra University, Spain), **Laura Pousa** (TAI–Universidad Rey Juan Carlos, Spain), **Pilar Medina-Bravo** (Pompeu Fabra University, Spain) - Rape culture in the era of Mee Too. Representations of the limits of sexual consent in film and television
Mariagiovanna Musso (Sapienza University of Rome, Italy), **Rachel R. Reynolds** (Drexel University, USA), **Dacia Pajé** (Drexel University, USA) - When rape becomes a spectace
Marinella Belluati, Francesca Tampone, Paola Maria Torrioni (University of Turin, Italy) - Gender-based violence and outreach information. Limits or opportunities?
Déborah Gay (University of Toulouse-Paul Sabatier, France) - Symbolic violence and coercion: women's voices in French radio shows
Eugénie Saitta, Béatrice Damian-Gaillard (IUT Rennes, France) - Gender violence in the French national media. The conditions that make it possible for female political journalists to denounce their working conditions
Alice Baroni (University of Padua, Italy) - Image-based abuse of women (photo-) journalists in Italy and Brazil
Caroline Wintgens (University of Liège, France) - Challenging the narratives of (in)security: #Metoo and mainstream media

PANEL 13 - JOURNALISM AND WOMEN
Chairs: **Mihaela Gavrila** (Sapienza, University of Rome, Italy), **Monia Azzalini** (Ca' Foscari University of Venice, Italy)
Speakers:
Viviane Schönbächler (Ruhr University Bochum, Germany). Multi-level intersectional analysis of women journalists' role in conflict resolution: A case of forced marriage Burkina Faso
Diane T. Prusank (Westfield State University, USA), **Robert L. Duran** (University of Hartford, USA) - The role of journalists in mediating gender tensions: a case study
Einat Lachover (Sapir College, Israel) - Visibility, inclusion, and exclusion in work experiences of immigrant women journalists: three generations of Russian-Israeli women journalists
Manon Libert (Université libre de Bruxelles, Belgium), **Florence Le Cam** (University of Mons, Belgium) - "Double Jeopardy": on being older and a woman in journalism
Giuseppina Bonerba, Sofia Verza (University of Perugia, Italy) - Women terrorists in the Italian press: from the red passionate to lady Jihad
Amal Almoualed (Bournemouth University, UK) - Saudi women journalists: an exploration of their roles and practices in an age of technological revolutions

PANEL 14 - GENDER, ADVERTISING AND BRAND COMMUNICATION
Chair: **Lia Luchetti** (Roma Tre University, Italy)
Speakers:

Mireia P. Sabadell (Pompeu Fabra University, Spain) - Advertising and menstruation: presence and representation in Libresse/Bodyform advertisements on YouTube between 2015 and 2020

Luigi Monsurrò (Sapienza, University of Rome, Italy), **Paolo Peverini** (Luiss University, Italy) - Voice assistant and gender stereotypes: an analysis of branded communications

Maja Rudloff (University of Copenhagen, Denmark) - Legitimising sexism in Danish TV advertising

Derya Nil Budak (Yeditepe University, Turkey) - The Representation of Turkish woman in food communications

Silvia Cervia (University of Pisa, Italy) - Gender, stereotypes and media representation: the case of social advertising campaigns against gender-based violence

Mahmoud Farhadimahali (Allame Amini University, Iran) - The role of female Iranian Instagram beauty influencers in altering Iranian girls makeup

PANEL 15 – NARRAZIONI MEDIALI E (AUTO)RAPPRESENTAZIONI DI UOMINI E MASCHILITÀ
MEDIA NARRATIVES AND (SELF)REPRESENTATIONS OF MEN AND MASCULINITIES (online on Zoom in Italian)
Chair: **Juan Carlos Suarez Villegas** (University of Seville, Spain)
Speakers:

Sveva Magaraggia (University of Milano-Bicocca, Italy) - Con voce diversa? Transizioni verso la maschilità egemonica nella musica pop italiana (Singing with a different voice?" Transition towards hegemonic masculinity in Italian top charts songs)

Gianluca Giraudo (Sapienza, Università di Roma) - La "Virtual togetherness" nelle parole degli uomini italiani (Masculinity and Online Platform. Italian men's voices about "virtual togetherness")

Annalisa Dordoni (University of Milano-Bicocca, Italy) - Discorsi d'odio e violenza di genere online durante la pandemia di Covid-19. La manosphere italiana e le comunità virtuali Incel e Red Pill (Hate speech and gender violence online during the Covid-19 pandemic. The Italian manosphere and Incel and Red Pill virtual communities)

Manolo Farci (University of Urbino "Carlo Bo", Italy), **Oscar Ricci** (University of Milano-Bicocca) - "Io onestamente oggi non vorrei nascere maschio". Il caso Marco Crepaldi ("Honestly I wouldn't like to be born a male today". The Marco Crepaldi case)

Alberta Giorgi (University of Bergamo, Italy) - Maschilità religiose: processi di In/visibilità su Instagram (Religious masculinities: performing in/visibility on Instagram)

11.30 (CEST)
COFFEE BREAK

12.00 (CEST)
ROUNDTABLE - GENDER IN FOCUS. ISSUE, PATHS AND PROSPECTIVE IN GEMMA RESEARCH
(in person at Sapienza Conference Centre and online on Zoom)

Chair: **Flavia Laviosa** (Wellesley College, USA)
Speakers:

Milly Buonanno (Sapienza, University of Rome, Italy)
Saveria Capecchi (University of Bologna, Italy)
Francesca Comunello (Sapienza, University of Rome, Italy)
Franca Faccioli (Sapienza, University of Rome, Italy)
Mihaela Gavrila (Sapienza, University of Rome, Italy)
Anna Lucia Natale (Sapienza, University of Rome, Italy)
Paola Panarese (Sapienza, University of Rome, Italy)

CONFERENCE REGISTRATION FORM: https://docs.google.com/forms/d/e/1FAIpQLSevrgU2O102_bIIuRDarDuu6-E7jKd8lQftXPo1oAzS4RE6lg/viewform?vc=0&c=0&w=1&flr=0