

**IAMCR 2011**  
**Gender and Communication Program**

**Convenors:**

Todd Joseph Miles Holden, Section Co-Chair

Aimée Vega-Montiel, Section Co-Chair

Kaitlynn Mendes, Section Vice-Chair

**July 14<sup>th</sup>**

**11:00 – 12:30**

**Session 1: Gender and Advertising**

Chair: Todd Joseph Miles Holden

Hsiu-hui Sun and I-fen Chen

**Representing “Modern Women”: A pictorial semiotic analysis of advertisements of Taiwan women’s sphere during the Japanese occupation of Taiwan**

Marita Zitmane

**Gender Representation in Printed Advertisements during Post-Soviet Period. Formation of ideal femininity/masculinity: Analysis of Latvia’s case study, 1991-1995**

Doreen Vivian Kutufam

**Sex, Violence, Health and Moral Panic: Gendering Montana’s meth campaign**

Michael Prieler

**Stereotypical Gender Representations in a Confucian Society?: South Korean TV Ads**

Hatice Şule Oğuz

**Meta Perception and the Representing of the Consumption Behaviours of Women in Television Advertisements**

**14:30 – 16:00**

**Session 2: Patriarchy, Capitalism and Media**

**Joint Session with the Political Economy Section**

Chairs: Helena Sousa and Aimée Vega Montiel

Aimée Vega Montiel, Fátima Fernández Christlieb, Patricia Ortega, and Elsie McPhail

**Gender and the Political Economy of Media in Mexico: Women and media industries**

Marwan M. Kraidy and Sara Mourad

**Bold Red Line Patriarchy and Capitalism in the Saudi-Lebanese Media Connection**

Haiyan Wang

**Obstacles to the Success of Chinese Women Journalists amidst Media Commercialization Reform (MOVE TO PANEL 10)**

Najundappa Mamatha

**The Print Media and Peasant Woman's Movement of Andhra Pradesh In India (MOVED TO PANEL 12)**

Justin McGuinness

**Global Seduction and mithly.net: Digitally mediated gay discourse from Morocco, 2005 -2011**

Monika Sengul Jones

**"Choosing" to be Invisible?: Gender, inequality, and discourse on virtual crowdsourcing work**

**16:30 – 18:00**

**Session 3: Representing Gender**

**Chair: Kaitlynn Mendes**

Elke Grittmann

**Business Leaders and Gender Hierarchy in News Photography: The iconography of male and female managers in German newspapers and magazines**

Nilyufer Nedzhib Hamid, Liesbet Van-Zoonen, Giseline Kuipers

**Turkish toyboys: A growing trend or a media construction? An analysis of the British tabloid media**

Todd Joseph Miles Holden

**Hyper-gendered Discourse in Japanese Fashion Magazines: A comparative content analysis**

Betsy Forero Montoya

**The Picture of Latinas by Japanese: An analysis of media content and audience in Japan**

Sarah Lecossais

**Women are Primarily Women: The gendered construction of fiction characters in French TV series**

Andrea Lee Press

**Prefeminism After Postfeminism: Contradiction in postfeminist media and culture**

**TENTATIVE: SECTION DINNER/MIXER  
19:00 at a local restaurant, TBA**

**July 15<sup>th</sup>**

**9:00 – 10:30**

**Session 4: Gender and the Digital World (I): Expression, Activism and Participation**

**Chair: Ana Y. Ramos-Zayas**

Marisa Torres da Silva

**Female Online Participation and Discussion: A case study**

Claudia Alvares

**Negotiating Pregnancy Loss on Online Forums: A feminist counter-public sphere?**

Nina Haferkamp, Anna-Magarita Papadakes and Jana Vanessa Kruck

**Analyzing Gender Differences in Self-Presentation on Social Networking Sites**

Carla Ganito

**Gendering Digital Inclusion and Participation: The case of the mobile phone**

Adriana C. Causa

**Nuevos Mitos en la Red: Experiencias del activismo feminista en la web en Argentina**

**14:30 – 16:00**

**Session 5: Gender and the Digital World (II): Social Effects at Home, in the Community, and Society**

**Chair: Michael Prieler**

Nien-Hsuan Leticia Fang

**The Wii Fits All? The analysis of women's social consumption of Nintendo Wii at home**

Wilson Truman Okaka

**Communication for Strengthening Gender Equality, Culture, and Community Relationships**

Ilya Revianti Sunarwinadi

**Gender, Culture and Communication in Urban Settings: Case of Indonesian female youth**

Cathrine Edehard Tømte

## **ICT, gender and education: An updated perspective on the gender issue**

**16:30 – 18:00**

### **Session 6: Mediated Conflict and Violence Against Women**

Chair: Carla Ganito

~~Sherry Marie Wasilow~~

**Women in Media: Technological advances used for war reporting have accomplished little for Afghan women**

Azmat Rasul and Stephen D McDowell

**Images of Oppression: Coverage of the Afghan women in *Time* and *Newsweek* in Taliban and post-Taliban regimes**

Olga Bustos-Romero

**Sexismo y Violencia de Género en Campañas Gubernamentales**

~~Dovile Ruginyte-Daveluy~~

**Advocacy Journalism and Female Genital Cutting in *The New York Times***

Rustem Ertug Altinay

**“The Terrorists with Highlights”: Framing the female suicide bomber’s body in mainstream Turkish media**

Marta Martín Llaguno, Marián Navarro Beltrá

**El Sexismo Publicitario en las Leyes de Violencia de Género: Estudio empírico en España, Argentina, México y Estados Unidos**

## **July 16<sup>th</sup>**

**9:00 – 10:30**

### **Session 7: Queer Theory in Media Studies**

Chair: Jan Pinseler

Sander De Ridder, Frederik Dhaenens, and Sofie Van Bauwel (Ghent)

**Queer Theory and Change: Towards a pragmatic approach of resistance and subversion in media research**

Michele Aaron (Birmingham)

**Deathly Silence: The queer ethics of spectatorship and the disavowal of race**

Irmi Karl

**Developing Queer Ethics in Media Research: Critique, activism and other dilemmas**

Skadi Loist and Jan Pinseler

**Queering Media Studies: Potentials and consequences of applying a queer perspective to the study of media**

**14:30 – 16:00**

**Session 8: Representations of Women in the Public Sphere**

Chair: Aimée Vega Montiel

Carla Martins

**Maria de Lourdes Pintasilgo: Pioneering through the Portuguese political field and the journalistic representation of female politicians**

Ana Santos Cabrera

**Media Visibility of the Portuguese Parliamentary Deputies during the Guterrismo Period (1999/2002): The case of the Parity Bill**

Carolina Pacheco Luna

**¿Equidad de Género en Elecciones Mexicanas? Un acercamiento a la mediatización de la democracia genérica**

Josefina Elvira Hernandez

**Género, injurias y comunicación: Xochitl Gálvez, candidata a gobernadora en Hidalgo, México**

Swati Chintala and Ravikant Kisana

**Public Women in Patriarchal Spaces: Undercurrents in urban India**

**16:30 – 18:00**

**Session 9: Gender and Media Influence/Media Use**

Chair: Cathrine Tømte

Incilay Cangoz, Emre Gokalp and Hakan Ergül

**In/between Fiction and Reality: Media, everyday life and construction of gender**

Elke Van Damme

**Negotiating Gender Roles and Sexuality through Television Use: An audience research of Flemish teenagers**

Hou Cheng-Nan

**Exploring the Interplay of the Internet and Social Support: A study of married bisexual women in Taiwan**

Fen Jennifer Lin and Chin Chuan Lee

**Gendered Conception of Globalization and Media Use in Greater China**

Meng Zhang and Lisa Duke Cornell

**A Chinese Beauty Story: How Chinese college women negotiate beauty, body image and mass media**

**July 17<sup>th</sup>**

**9:00 – 10:30 (NOTE: Parallel with Session 11)**

**Session 10: Gender in Journalism**

Chair: Justin McGuinness

Sumedha Dhani

**Patriarchy, 'Paisha' and Media: A case study of media women in Chandigarh**

Kaitlynn Mendes

**Suffragettes in the News**

Isabel Febreiro Leal

**Desde el Cairo Hasta Estambul: Estudio del género en las conferencias mundiales de la onu en la prensa Española**

Carla Cerqueira and Rosa Cabecinhas

**News, Women and Journalism: From media economy to gender representations**

Eskisehir Kent Konseyi Kadın Meclisi

**Portrayal of Women in Turkish Local Newspapers**

Haiyan Wang

**Obstacles to the Success of Chinese Women Journalists amidst Media Commercialization Reform (MOVED FROM PANEL 2)**

**9:00 – 10:30 (NOTE: Parallel with Session 10)**

**Session 11: Gendered Television**

Chair: Todd Joseph Miles Holden

Liudmila Voronova and Ekaterina Kalinina

**"Where men and women make a jest, a problem lies concealed": A multilayered analysis of Russian entertainment TV-programs *Projectorparishilton* and *Devchata***

Nelly Quemener

**Disarticulated Laughters: Backlash in entertainment in France**

Ma de Lurdes Barbosa Cárdenas

**Violence against Women in Comedy Programs in Mexico**

Cristiane Henriques Costa

**The Role of Love in Latin American Soap Operas**

Akie Arima

**Female Announcers in Japanese Television: Are they experts or eye-catchers?**

**11:00 – 12:30 (NOTE: Parallel with Session 13)**

**Session 12: Contextualized Gender: Nations, Professions, Organizations**

Chair: Banu Akdenizli

Elanie Steyn, Kathryn Jenson White

**Exploring Challenges and Opportunities Facing Women in Turkish and Bulgarian Media Newsrooms**

Tarja Savolainen and Henrika Ziliacus-Tikkanen

**The Finnish Case: Researching gender and a female-dominated profession**

Najundappa Mamatha

**The Print Media and Peasant Woman Movement of Andhra Pradesh in India**

Sarah DeCristofaro, Norhayati Zakaria, and Derrick L. Cogburn

**Who Makes Decisions?: Role of gender on communication and participation in WSIS**

**11:00 – 12:30 (NOTE: Parallel with Session 12)**

**Session 13: Film and Gender**

Chair: Daniel González Marin

Nazan Haydari

**Video/Film Production as a Tool for the Representation of Feminist Politics in Turkey**

Daniel Gonzalez Marin

**Imaginarios y Miradas Sobre la Ciudad en el Cine Gay Hispanoamericano (1998-2003)**

Arkadiusz Lewicki and Katarzyna Konarska

**Polish Popular Cinema and Paradigms of Gender in the Era of Political Transformation**

Gitiara Nasreen

**Meherjaan: Gendered nationalisms and the space of a film**

Jinat Hossain

**Extras in Celluloid and Reality: A study on the portrayal and real life experience of junior artists in Bangladeshi film**

**14:30 – 16:00**

**Session 14: Issues in Gendered Re/Presentation**

**Chair: Cristiane Costa**

Ana Ramos-Zayas

**“Street Therapists”: Race, sexuality, and affect among Brazilians and Puerto Ricans in an American city**

Maria Laura Gutierrez

**Imágen, Palabras, Género y Espacio Público en el Arte Contemporáneo**

Maria José Brites

**A Portuguese Political Female Blog: Is there a space for rationality?**

Fernanda Capibaribe Leite

**Empowering Scenes: The communication as a strategic area to women’s autonomy through audiovisual narratives**

Banu Akdenizli

**What Can the Death of a Female Celebrity Teach Us?: An analysis of Defne Joy Foster’s death as portrayed in the Turkish press**

Donna Chu

**Labels for Women: The reproduction of docile bodies in Hong Kong media**