

# Media, Gender and Sexualities:

# Representations, Literacies & Audiences

INTERNATIONAL CONGRESS

2023, JUNE 6 - JUNE 10

Conference Program

Benasque Pedro Pascual Science Centre (CCBPP)

**ORGANIZERS:**

*Maria-Jose Masanet.* Universitat de Barcelona

*María Teresa Soto-Sanfiel.* National University of Singapore - Universitat Autònoma de Barcelona

TRANSGELIT



# Media, Gender and Sexualities

## Representations, Literacies and Audiences

The International Congress on "Media, Gender and Sexualities: Representations, Literacies and Audiences" brings together the global academic and educational community, media professionals and other associations and entities interested in the issues related to gender identities and sexualities. The pre-eminence in public debate of these issues shows how urgent and necessary they are. That is why this congress works on and debates the interrelationships between sexualities and gender, the media and education, three cornerstones of the debate in this field of study.



This congress is organised around three core thematic areas: Representations, Literacies and Audiences. Its main purpose is to serve as a showcase for the bravest, most innovative and most challenging work associated with the different theoretical approaches to understanding the relationship between the media, gender and affective–sexual identities. However, it is also being offered as a platform for a variety of social agents (e.g. media, regulators, non–governmental organisations), activists and educators to present their formal and informal practices and experiences around these issues. The ultimate goal of the congress is the joint fertilisation of frontier science perspectives and professional praxis to contribute effectively and creatively to social development.

# Topics Welcomed

- From the informal to the formal, from media to school: difficulties and possibilities.
- Queer pedagogies and media.
- University, gender and education.
- New media spaces to learn about sexualities and gender: social networks, dating apps, online communities, etc.
- New actors in media environments and sexualities: YouTubers, Instagrammers, Tiktokers, etc.
- Reduction of gender and sexual orientation prejudices through and with the media.
- Effects of the media's portrayal of LGBTQ+ on various audiences.
- Benefits and risks of informal learning about sexualities and gender via the media.
- LGBTQ+ phobia and the media.
- Narrative mutations: new formats and genres, sexualities and learning.
- Intergenerational learning, sexualities and media.
- Intersectionality and the media.
- Good and bad practices related to media representations with a gender and sexuality perspective.
- Cultural differences and/or comparative studies in the representation and consumption of LGBTQ+ content.
- Collaborative cultures, user-generated content, transmedia, gender and sexualities.
- Audiences, media representations, gender and sexualities.
- Youth, informal peer learning, media and sexualities.

## Keynote Speakers

### **Maria Rodó-Zárate**

Pompeu Fabra University



Professor in the Department of Political and Social Sciences at Pompeu Fabra University. Her scientific work is focused on the study of social inequalities from an intersectional, spatial and emotional perspective applied to topics such as the right to the city, chauvinistic violence and LGBTI-phobia. Rodó-Zárate is especially interested in feminist geographies, and the geographies of sexualities and youth. She also develops specific methodologies for the study of intersectionality, such as her Relief Maps of experiences that can be used to study inequalities, and which won the Ramon Molinas Award for the best social impact project. She has been a visiting researcher in the US, Brazil and Ireland. She is currently leading the INTERMAPS project that maps inequalities, funded by an ERC Starting Grant.

### **Lucas Platero**

Rey Juan Carlos University



Professor of Social Psychology at the Rey Juan Carlos University, a lecturer on social and community interventions and an activist for LGBT rights. Platero received the Emma Goldman Award from the Flax Foundation (2020). He is a researcher on several projects funded by European and Spanish competitive public calls on issues of public policy analysis on the body, gender, sexuality, functional disabilities and queer pedagogies. In addition to being the author of numerous articles in research journals, he has also published more general works of reference: *Herramientas para combatir el bullying homofóbico* (Talasa, 2007); *Lesbianas. Discursos y representaciones* (Melusina, 2008), *Intersecciones. Cuerpos y sexualidades en la encrucijada* (Bellaterra, 2012); *Trans\*exualidades. Acompañamientos, factores de salud y recursos educativos* (Bellaterra, 2014); *Por un chato de vino. Historias de travestismo y masculinidad femenina* (Bellaterra, 2015); *Barbarismos queer y otras esdrújulas* (Bellaterra, 2017) and *(h)amor 6 trans\** (Continta Me Tienes, 2021). He also directs Editorial Bellaterra's General University Series.

### **Sofie Van Bauwel**

Ghent University



Professor in the Department of Communication Studies at Ghent University where she teaches cultural media studies, gender and media, and television studies. Van Bauwel is a member of the Centre for Cinema and Media Studies (CIMS). Her main fields of interest are gender, sexuality, media and television. Her research focuses on the analysis of the media as significant articulations of visual popular culture, on which she has published extensively. Together with Tonny Krihnen, she recently published the book: *Gender and Media. Representing, Producing and Consuming* (Routledge, 2022).

### **Jack Halberstam**

Columbia University



Professor of Comparative Literature and Director of the Institute for Research on Women, Gender and Sexuality at Columbia University. He is the author of different academic and general works of reference such as: *Skin shows: Gothic horror and the technology of monsters* (Duke UP, 1995), *Female masculinity* (Duke UP, 1998), *In a queer time and place* (NYU Press, 2005), *The queer art of failure* (Duke UP, 2011), *Gaga feminism: Sex, gender, and the end of normal* (Beacon Press, 2012), *Trans\*: A quick and quirky account of gender variance* (University of California Press) and *Wild things: The disorder of desire* (Duke UP, 2020).



## Tuesday, 6<sup>th</sup> of June

20.00 – 20.30h

### BUS ARRIVAL TO BENASQUE

## Wednesday, 7<sup>th</sup> of June

8.00 - 9.00

### REGISTRATION

Science Centre. Secretariat. Lobby.

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9.00 – 10.30h

### KEYNOTE SPEAKER

**SOFIE VAN BAUWEL**

A distinction: What makes us do what we do. On the study of media and gender.

Room A

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10.30 – 11.00h

### COFFEE BREAK

Offered by the organization

Science Centre Lobby

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11.00 – 12.30h

### KEYNOTE SPEAKER

**LUCAS PLATERO**

Trans radical media engagement of mothers and daughters on Youtube and Instagram.

Room A

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12.30 – 14.15h

### LUNCH

14.15 – 15.30h

### WORKSHOPS

WS1 – Reconstruyendo el imaginario sobre la sexualidad adolescente [This workshop will be in Spanish]

**María González.** Centro Joven de Atención a las Sexualidades

Room A

WS2 – From research to the classroom: how to design learning situations with gender perspective  
**José Miguel Tomasena.** Barri Media Lab.

Room B

WS3 – Creating diverse realities. A workshop on fictional character creation through the ODA report  
**Emilio Papamija.** Observatory for Diversity in Audiovisual Media in Spain.

Room C

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15.30 – 16.45h

### PAPER SESSIONS

#### PS1 – Film Studies, Gender & Diversities I

A movie with a happy messy ending: Mess as a queer tactic is Lebanese cinema.

**Abed Al Wahab Kassir; Cilia Willem; Iolanda Tortajada**

Queering melodrama in Argentina: Domestic sphere, adolescents and non-normative desire.

**Daniel Mourenza**

(Re)constructing the villain beyond gender stereotypes.

The heroine journey as a new narrative structure in Disney's female characters.

**Marga Carnicé-Mur; Maddalena Fedele; María-José Masanet**

Sadly Straight: The Affective Dynamics of Heterosexuality in Gay Pornography.

**Doron Mosenzon**

Chair: **Sergio Villanueva**

Room A

PS2 – TV Series Representations & Diversities [This session will be in Spanish]

¿Permanece el estigma en la representación transgénero en la ficción seriada?

Análisis del personaje central de 'Euphoria' como referente vanguardista.

**Carme Ferré Pavia and Nathalie Martín**

Dystopia and teen characters: The 100 and non-normative representations.

**Maddalena Fedele; María-José Masanet; Margarida Carnicé**

Representación audiovisual del colectivo LGBT: tendencia arquetípica de los personajes en las series de ficción televisiva.

**María José Higuera-Ruiz; María González-Corisco**

Non-binary representation in teen series aimed at general audiences.

**Vítor Blanco-Fernández; Sikemi Akinmade; María T. Soto-Sanfiel**

Presenting the "DIGISCREENS – Identities and Democratic Values on European Screens" European project.

**Ángela Rivera-Izquierdo; Orianna Calderón Sandoval; Adelina Sánchez Espinosa**

Chair: **Anna Iñigo**

Room B

#### PS3 – Online Discourses & Gender Violence

Cancel culture, Amber Heard and Just Stop Oil: an intersectional, feminist desecration of freedom of speech.

**Marta Roqueta-Fernández**

"Nunca caminarás sola" Crisis social: estudio de caso sobre el discurso de odio antifeminista hacia el Ministerio de Igualdad liderado por Irene Montero.

**Metzeri Sánchez-Meza; Lluïsa Schlesier Corrales; Mariona Visa Barbosa; Marga Carnicé-Mur**

RedPill re-visited: new expressions of anger and misogyny online.

**Ng Qian Qian**

Defending local oppression by citing global liberation: TERF populism against imaginary trans privileges in Turkish new media.

**Liv IZGI**

Online hostility against women.

**Tamara Kunić**

Chair: **Esmeralda Vázquez-Tapias**

Room C

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16.45 – 17.15h

### COFFEE BREAK

Offered by the organization

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17.15 – 18.30h

### PAPER SESSIONS

#### PS4 – Literature, Gender & Sexualities

White, middle-class... and mad? Representations of bisexuality in French young adult fiction, 2013–2020.

**Elizabeth L. Chapman**

Reassembling the literary canon from the margins: The case of the Mexican feminist reading marathon #GuadalupeReinas.

**José M. Tomasena; Mar Guerrero-Pico**

In the book world: A gender perspective

**Michela Donatelli**

Chair: **Laura Fernández**

Room A

PS5 – Formal Education, Gender & LGBTI+ [This session will be in Spanish]

Creating media content with a gender perspective: The case of undergraduate students of Audiovisual Communication.

**Adrien Faure-Carvalho; Hibaí López-Gonzalez; José M. Tomasena; Maddalena Fedele**

Gender and LGBTQ perspective in information and media studies: the GendIMS case.

**Anna Villarroya; Juan-José Boté-Vericad; Maddalena Fedele; Marga Carnicé-Mur**

GEMPIMS: A mentoring program to incorporate the gender perspective in Information and Media Studies.

**Juan-José Boté-Vericad; Anna Villarroya; Aurora Vall; Marga Carnicé-Mur**

Profesores de hoy diseñando el futuro: un estudio piloto de percepciones sobre la relación entre la diversidad sexual y de género y el contexto escolar

**Marcus Pereira Junior; Filomena Teixeira and Ana Valente Rodrigues**

Chair: **Adriana Ibiti**

Room B

#### PS6 – Responses to Media Representations

Current concerns in using scales to measure attitudes towards LGTBI people in media.

**Ariadna Angulo-Brunet; Oscar Lecuona; Miguel Ángel López-Sáez**

Spanish adolescents' perspectives of LGBTQ+ characters in scripted series.

**María T. Soto-Sanfiel; Esmeralda A. Vázquez-Tapia**

(Post)Feminist debates on sexual consent in the teen series "The hockey girls": Reactions of audiences in Instagram.

**Orianna Calderón-Sandoval; Isabel Villegas-Simón; Pilar Medina-Bravo**

Trans audiences on trans representation in media: amidst visibility, stereotypes, transnormativity and pedagogy.

**Rafael Ventura; Isabel Villegas-Simón; Juan José Sánchez-Soriano**

Presentation of Retratos Intermitents (Intermittent Portraits), a podcast of LGBTIQ+ representation, plus a live recording of a program.

**Vítor Blanco-Fernández; Isabel Villegas-Simón; Ona Anglada-Pujol; María Castellví Lloveras; Isabel Rodríguez de Dios**

Chair: **María T. Soto-Sanfiel**

Room C

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20:00h

### WELCOME DINNER PARTY

Offered by the organization  
Science Centre Lobby

## Thursday, 8<sup>th</sup> of June

9.00 – 10.30h

### KEYNOTE SPEAKER

#### MARIA RODÓ-ZÁRATE

Intersectional perspectives on gender and sexualities: representations, methodologies and applications

Room A

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10.30 – 11.00h

### COFFEE BREAK

Offered by the organization

Science Centre Lobby

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11.00 – 12.30h

### ROUND TABLE

#### Researching on LGBTI+, Gender & Media

Presentation and Discussion of Research Projects

‘Transmedia Gender & LGBTI+ Literacy’ (Universitat de Barcelona).

**María-Jose Masanet; Anna Iñigo; Laura Fernández;**

**María González; José Miguel Tomasena; Fernanda**

**Pires; Vítor Blanco; Sergio Villanueva; Marga**

**Carnicé; Adrien Faure; Juan-José Boté;**

**Cristina Colomé**

‘LGBTIQ+ representations in Spanish fiction series and its effectiveness in reducing prejudice based on sexual orientation and gender identity’ (Universitat Autònoma de Barcelona).

**María T. Soto-Sanfiel, Ariadna Angulo-Brunet, Vítor**

**Blanco, Beatriz González de Garay, Vítor Blanco,**

**Juan José Sánchez-Soriano, Esmeralda Vázquez-**

**Tapia, Rafael Ventura, Isabel Villegas-Simón**

**Chair: Eduard Ballesté**

Room A

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12.30 – 14.15h

### LUNCH

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14.15 – 15.30h

### WORKSHOPS

WS4 – Queerizando el periodismo local: reflexiones sobre el tratamiento mediático de las disidencias sexogenéricas a partir de una experiencia formativa en un medio de comunicación leridano [This workshop will be in Spanish]

**Ixeya Quesada Consejo.** Asociación Colors de

Ponent

Room B

WS5 – We Need You! (Re)Defining Tools to Assess Transphobia in Adolescents

**Ariadna Angulo-Brunet.** Universitat Oberta de

Catalunya

Room C

WS6 – Do you want to help our characters to flourish? “All The Flowers” transmedia project impact production workshop.

**Alejandro Angel Torres; Carmen Oquendo-Villar**

Room A

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15.30 – 16.45h

### PAPER SESSIONS

**PS7 – Film Studies, Gender & Diversities II** [This session will be in Spanish]

Elogio de la diferencia: Sexualidad, cuerpo y performance en la primera etapa del cine de Victoria Abril.

**María Adell Carmona**

Estrategias de inscripción de las sensibilidades queer en Fogo-fátuo (Rodrigues, 2022)

**Pablo Calviño Tato**

Fijar el momento: la cámara fotográfica como vehículo de representación de la subjetividad lésbica en el cine contemporáneo.

**Violeta Kovacsics; Francina Ribes**

**Chair: Marga Carnicé**

Room A

**PS8 – Non-Fiction Narratives, Gender & Sexualities**

Representations of gender and sexuality in international documentaries about the Olympic Rio.

**Ana Teresa Gotardo; Ricardo Ferreira Freitas**

Denouncing media LGBTIfobia. Challenges for the information and communication rights facing hate speech in Catalonia.

**Anna Clua-Infante; Vicent Canet; Josep Granados-Lladós**

La presencia del deporte femenino en la Televisión Pública Española, temporada 2021/22.

**Isaac Pecino Peláez; Lorena Gómez**

**Chair: Daniel Mourenza**

Room B

Beyond the newspaper’s headlines: How the relation with feminism affects the representation of women in cultural press

**María Martínez Sánchez**

**PS9 – Gender & Sexualities in Social Media**

LGBTIQ representations in tourism: the case of lesbian travel influencers

**Núria Abellan Calvet**

New trends and models of femininity on Tiktok.

**Simona Tirocchi**

El efecto de los Influencers. Su influencia según el género a través de las historias de Instagram.

**Vicente Villalba Palacin; Elena Sorribes Soto; Lydia**

**Sanchez Gomez; Caterina Calderon Garrido**

We can laugh at anything, but not at my beauty! Gender differences in the use of Tik Tok filters.

**Gabriella Taddeo**

He fucked the girl out of me: portraying trauma and gender identity in gaming.

**Bruno Leal**

Mitigating transphobia through the narratives of transgender YouTubers.

**María T. Soto-Sanfiel; Isabel Rodríguez-de-Díaz**

**Chair: Vítor Blanco**

Room C

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16.45 – 17.15h

### COFFEE BREAK

Offered by the organization

Science Centre Lobby

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17.15 – 18.30h

### PAPER SESSIONS

**PS10 – Debates on Sex, Gender & Media**

Desiring to possess/desiring proximity.

**Bianca Arnold**

Integrating the animal standpoint into critical gender & LGTBI+ media studies.

**Laura Fernández; Tugçe Ataci**

Too queer or not too queer? Media portrayal of the European song contest in light of Hungary’s withdrawal.

**Alexandra Sipos**

The Music Analysis Model (MAS-Model) from a content analysis: An approximation to problematize contemporary music representations.

**Priscila Alvarez-Cueva**

Reimagining sexual scripts: Technology and sexuality in the digital age.

**Facundo Nazareno Suenzo**

Cuerpos menstruantes: representaciones mediáticas y sociales

**Marina Díez-Pastor Prado**

**Chair: Rafael Ventura**

Room A

**PS11 – Informal Learning, Media, Gender & LGBTI+**

Hacking the narrative: Examining trans literacies in video games.

**Alex Andriushchenko**

Writing matter(s):dis-entangling feminist material-discursive practices in Alejandra Smits’ transmedia work.

**Belén Cornejo Daza**

La campaña ABCLGBTQIA+ Aprender es parte: impacto mediático.

**Filomena Teixeira; Fernando M. Marques; Ana Frias**

Breaking sexual taboos! Peer-to-peer informal learning about sexuality and gender in a transmedia environment.

**María-Jose Masanet; Laura Fernández; Sergio**

**Villanueva**

(Un) Doing Gender in Psychotherapy: A queer workshop for psychotherapists and practitioners to enhance their cultural competencies in healthcare for LGBTQIA+ people.

**Pilar Alejandra Navarro Cerda; Marta Alicia Giménez**

**Páez; Marta Evelia Aparicio García**

**Chair: José-Miguel Tomasena**

Room B

**PS12 – Social Media, Audiences & Sexualities**

‘I tell you whether she is sexy or slutty’: Female gaze on Chinese social media.

**Jiangnan Xiang**

Queer internet memes as memes of naive camp reading.

**Matěj Hrib**

Social media and adolescents: Genre differences in uses, motivations and perceptions.

**Oihane Korres Alonso; Álvaro Moro Inchaustieta; Iciar**

**Elexpuru Albizuri; Ignacio Bergillos García and Sue**

**Aran-Ramspott**

Ignacio Bergillos García; Sue Aran-Ramspott

Social media, youth and hate speech along gender and sexuality: Experiences, interpretations, and ways of dealings.

**Raik Roth**

**Chair: Ariadna Angulo-Brunet**

Room C



21.00 – 23.00h

**MOVIE FILM**

Todas Las Flores

*Presenta Alejandro Angel*

*Torres*

23.00h–02:00h

**LEISURE ACTIVITY**

Molly Mallone Bar

Organized by the congress

## *Friday, 9th of June*

10.00 – 12.30h

**LEISURE ACTIVITY**

Organized by the congress

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12.30 – 14.15h

**LUNCH**

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14.15 – 15.30h

**CO-WORKING SESSIONS**

Co-working sessions opened to discuss

different topics related with the

congress.

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15.30 – 16.00h

**COFFEE BREAK**

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16.00 – 17.30h

**KEYNOTE SPEAKER**

***JACK HALBERSTAM***

Trans after trans: Representing gender

variance.

**Room A**

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17.30h

**CONGRESS CLOSING**

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20.30h

**CONGRESS CLOSING DINNER**

# Organization

## Organizers

**Maria-Jose Masanet** (University of Barcelona)

**María Teresa Soto-Sanfiel** (National University of Singapore - Universitat Autònoma de Barcelona )

## Congress Academic Secretariat

**Esmeralda Vázquez-Tapia** (Universitat Autònoma de Barcelona)

Email: congressmediagendersexuality@gmail.com

## Scientific Committee

- **Mie Hiramoto.** Dept. of English, Linguistics and Theatre Studies, National University of Singapore.
- **Michael Hoehsmann.** Education Programs. Faculty of Education. Lakehead University Orillia.
- **Miriam Kap.** Faculty of Humanities. Universidad Nacional de Mar del Plata.
- **Débora Lanzeni.** Dept. of Human Centred Computing. Monash University.
- **Nohemí Lugo Rodríguez.** Dept. of Communication and Digital Art. Tecnológico de Monterrey.
- **Jake Mahr.** Independent Scholar.
- **Júlio-César Mateus.** Faculty of Communication. Universidad de Lima.
- **Daniel Mourenza.** Dept. of Modern Languages and Cultures. Radboud Universiteit Nijmegen.
- **Sara Pereira.** Dept. of Communication Sciences. Universidade do Minho.
- **Wajiha Raza Rizvi.** Film Museum Society Pakistan.
- **Łukasz Szulc.** School of Arts, Languages and Cultures. University of Manchester.
- **Gabriella Taddeo.** Dept. of Humanities. Università degli Studi di Torino.
- **Simona Tirocchi.** Dept. of Philosophy and Educational Sciences. Università di Torino
- **Lucía-Gloria Vázquez-Rodríguez.** Institute for Romance Studies. Universität Leipzig.



## Organisation Committee

- **Ariadna Angulo–Brunet.** Faculty of Psychology and Educational Sciences. Universitat Oberta de Catalunya.
- **Vítor Blanco–Fernández.** Dept. of Communication. Universitat Pompeu Fabra.
- **Juan–José Boté–Vericad.** Dept. of Library and Information Science and Audiovisual Communication. Universitat de Barcelona.
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- **Concepción Fuentes Moreno.** Dept. of Education. Universitat de Barcelona.
- **Andrea Francisco Amat.** Associació Enruta't.
- **Maria González.** Centre Jove d'Atenció a les Sexualitats. Barcelona.
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## Organization



## Partners



The congress is the result of cooperation between two projects that are part of the Spanish National R+D+i Plan:

- **Transmedia Gender & LGBTI+ Literacy** (TRANSGELIT; PID2020-115579RA-I00 / AEI / 10.13039/501100011033) at the University of Barcelona.
- **LGBTIQ+ representation in Spanish fiction series and its effectiveness in reducing prejudice based on sexual orientation and gender identity** (LGBTIQ+ PANTALLAS/ LGBTIQ+ screens; PID2019-110351RB-I00 / AEI / 10.13039/501100011033) at the Universitat Autònoma de Barcelona.

It is being held with the specific support of the call for public subsidies for postgraduate degrees in Feminist and Gender Studies and university activities related to equality for 2022, financed by the Ministry of Equality and the Women's Institute (5/6ACT/22; University of Barcelona).