Programme of the International Conference

Gender Differentiation in Media Industries

Ljubljana, June 14–15, 2018
Faculty of Social Sciences, Kardeljeva ploščad 5

Organized by the Peace Institute, Faculty of Social Sciences, University of Ljubljana and Slovenian Research Agency

Thursday, June 14

8.45–9.15  Registration

9.15–9.30  Welcome address

Monika Kalin Golob, Dean of Faculty of Social Sciences and Mojca Pajnik, Conference Chair

9.30–10.30  Keynote Speech 1

Claudia Padovani  Media Gender Equality Regimes: In Search for Gender-responsive Policies

10.30–10.45  Coffee break

10.45–12.15  Session 1: Gender and Media Work (Chair: Brankica Petković)

Özlem Danaci Yüce  Gendered Work Environments of Women Television Journalists in Turkey
Ania Ostrowska  “I Felt More Difficulty because of my Class than I have because of my Gender”: Intersectional Analysis of Professional Lives of British Women Documentarians
Mojca Pajnik, Majda Hrzenjak  Engendering Media Work: Setting the Norms for Entrepreneurial Subjectivity
Greta Gober  Justifying and Enacting Invisibility of Gendered Ageing Bodies in the Journalistic Field in Poland

12.15–13.30  Lunch

13.30–14.30  Keynote Speech 2

Mark Deuze  Understanding #MeToo, Gamergate and #Paygap in the Gendered Context of Making Media

14.30–14.45  Coffee break

14.45–16.15  Session 2: Approaches to Gender in Media and Journalism (Chair: Maruša Pušnik)

Ciler Dursun  Gendered Reflections of Women TV Journalists in Turkey
Jack Black  “We’re Always Looking for Females”: Gender Disparities and Power Dynamics in the Sports Journalism Industry
Marko Ribač, Živa Humer, Mojca Frelih  Analysing Gender Differentiation in the Media - Fieldnotes from TV Stations in Slovenia
Rita Basílio de Simões  Making News, Doing Gender: An Ethnographic Study

18.00  City tour
19.30  Dinner

Friday, June 15

9.15–10.45  **Session 3: Constructing Perceptions of Gender** (Chair: Breda Luthar)

Dejan Jontes  Housewives, Farmers and “Simple” People: Constructing Television Audiences
Hülya Uğur Tanrıöver  Women Representations in Turkish Television Texts: An Analysis Model and Application Samples
Maja Dolinar  Portrayal of the “Traditional” Moroccan Patriarchal Society in the Moroccan Comedy Series L’Couple and Its Impact on Gender Relationships in Morocco
Sanja Lazarević Radak  The Victimization Of Women In Everyday Life And Media: a Discourse on the Victim and Gender Differentiation in Serbia

10.45–11.00  Coffee break

11.00–12.00  **Keynote Speech 3**

Joke Hermes  Framed: Femininity in the Post-television Landscape

12.00–13.30  Lunch

13.30–15.15  **Session 4: Norming Femininity and Masculinity** (Chair: Dejan Jontes)

Breda Luthar, Maruša Pušnik  Exploring Gendered Practices of Intimate Media Technologies
Stavroula Dargonaki  Broadcasting the Gendered Self
Deborah Knowles, Elisabeth Michielsens, Sylvia Snijders, Linda Clarke  Man-made Media? Muted Women
Alenka Verbole, Igor Davor Gaon  Gender Representation in Media throughout the Electoral Cycle: The Cases of Albania, Bosnia and Herzegovina and Slovenia
Kiran Bharthapudi  Evolution of Women in Bollywood: Content Analysis of 500 Top Grossing Movie Releases between 2008 and 2017

15.15–15.30  Coffee break

15.30–17.15  **Session 5: Gender Disparities in Policies and Representation** (Chair: Živa Humer)

Violeda A. Umali, Lorenza A. Umali  Policy-making for Gender Parity in and through the Media: The Case of the Philippines
Joana Kosho  Beyond Gender Stereotypes: Gender Issues in the Albanian Media
Caroline Ngamchara Mbouembo  Media and the International Women’s Day in Cameroon: Under an Ethic of Mockery, a Lack of Professionalization of Press Coverage of Feminist Events
Maida Salkanović  Representation of Women in Online Media in Bosnia-Herzegovina and Serbia: Symbolic Reading of Women in Media Content
Mine Gencel Bek  Women Journalists in Conflict

17.15  **Conference ends, Informal get-together**