

GENDER AND COMMUNICATION SECTION (April 2024)

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Gender and Communication Section APRIL 2024

IWD India | IAMCR 2024 - Christchurch Conference | ICA Pakistan



We would like to thank our 67 esteemed reviewers and members for joining the abstracts review committee of Gender & Communication Section (GEN) of the International Association for Media & Communication Research (IAMCR) for the IAMCR 2024 – Christchurch Conference, which is being hosted by University of Canterbury onsite in Ōtautahi Christchurch, New Zealand from 30 June to 4 July 2024. The central theme is Whiria te tāngata / Weaving people together: Communicative projects of decolonising, engaging, and listening.

We highly appreciate your patience and support for completing 734 reviews, and making it possible for the Section to invite face to face presentations for the Conference in time. Congratulations to all reviewers and presenters!

Looking forward to meeting you at IAMCR 2024 Christchurch Conference!

*Co-Chairs and Vice Chairs
Gender and Communication Section*

GEN completed 734 reviews of 367 submissions.

**Following a highly competitive process, it has invited 200 presentations for a maximum of 150 slots.
The IAMCR removed 137 incomplete or duplicate submissions out of 504 initial submissions.**

IAMCR 2024 is a face-to-face conference only that will take place in Christchurch, New Zealand from 30 June to 4 July 2024. Online or pre-recorded video presentations will not be possible.

RSVP – Confirm your acceptance to avoid exclusion

Authors must please take the time to confirm that they will present their papers at the conference. Your RSVP will ensure your paper is included in the preliminary programme. Final confirmation, and inclusion in the final programme, will only be issued after you or a co-author register for the conference.

Registration

For Early Bird Registrations, visit: <https://iamcr.org/christchurch2024/register-christchurch-start>

Visa information and Insurance

Please first check the [visa information on the IAMCR 2024 website](#). You can request the Local Organising Committee (LOC) to send you an official invitation letter to support your visa application. All IAMCR 2024 participants are required to have adequate medical insurance for the duration of their stay.

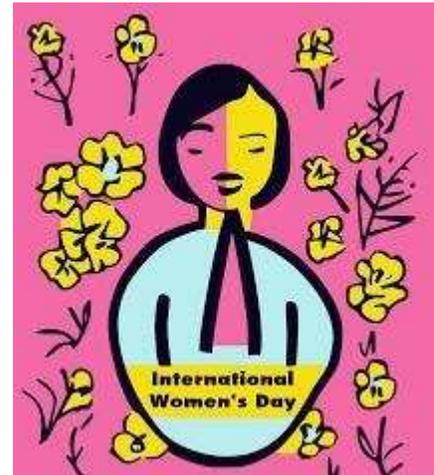
Once again, congratulations on your acceptance. The Gender and Communication Section looks forward to welcoming you to IAMCR Christchurch 2024.

International Women's Day

Women Emancipation through Entrepreneurship: Empowerment and Social Change

To celebrate International Women's Day, the Gender and Communication Section organised a webinar titled "Women Emancipation through Entrepreneurship: Empowerment and Social Change" in association with DME Media School, Delhi Metropolitan Education, Guru Gobind Singh Indraprastha University, New Delhi, India on 23 March, 2024 @14.30 UTC.

Date and time: 23 March, 2024 @14.30 UTC.



The recording of the Webinar is available here: <https://www.youtube.com/watch?v=IXHtS0dfuYE>

REPORT: IWD 2024 by Shristy Ranjan, Ayush Bhardwaj and Ambrish Saxena

The Media School of Delhi Metropolitan Education, India joined hands with the Gender and Communication Section (GEN) of the International Association for Media and Communication Research (IAMCR) to organise an international webinar on the theme *Women Emancipation through Entrepreneurship: Empowerment and Social Change* to commemorate International Women's Day, on March 23, 2024. The event of thoughtful discussion, now in the third consecutive year, aimed at honoring the spirit of womanhood and bolstering the stories of inspirational women from around the globe.

The session commenced with a welcome note by Dr Ambrish Saxena, Professor and Dean, DME Media School and a member of IAMCR-GEN, and Co-Chairs of Gender and Communication Section: Dr Carolina Matos and Dr Wajih Raza Rizvi. Dr Saxena and Dr Matos addresses set the tone for the webinar. Dr Saxena welcomed the esteemed guests and expressed hope that the discussion would inspire fresh perspectives among media and communication experts. Dr Matos thanked Dr Rizvi and Dr Saxena for arranging such an inspiring and engaging event. She highly appreciated women experts' ability for multitasking, childcare and careers, and a struggle for equality across the globe.

The webinar was broadly divided into two parts, drawing on struggles of women entrepreneurs and academics. In the first part, women entrepreneurs – Dr Mariyam Shakeela, Honorary Consul of Belgium in the Maldives, former Cabinet Member, and CEO of 'SIMDI Company' and Ms Kirti Sehrawat, founder and director of 'Sourcing with Kirti' narrated their entrepreneurial journey; while in the second part, seven scholars made their research-based presentations. The report precedes their introductions and abstracts of presentations.

Dr Carolina Matos and Dr Wajih Raza Rizvi, Co-Chairs of Gender and Communication Section-IAMCR, moderated the Webinar.



Dr Ambrish Saxena



Dr Carolina Matos



Dr Mariyam Shakeela



Ms Kirti Sehrawat

Women's Entrepreneurial journeys: Dr Shakeela (Maldives) and Kirti (Australia)

- Dr Mariyam Shakeela shared her life journey in which she not only faced challenges in her political career but also in her entrepreneurial journey. She added, “Hardships made me realise that challenges are not gender specific and one should stop viewing the world through the lens of gender. Failures, struggles, and challenges are part of every person’s life.” She emphasised learning from failures and working through the face of adversity.
- Ms Kirti Sehrawat, founder and director of ‘Sourcing with Kirti’ disclosed her impeccable journey from a corporate executive to a mother, and thereafter building her own enterprise while shouldering the family responsibilities. She talked about her venture in which she guides people about sourcing products online. She shared that many people are interested in working and learning about the industry of startup entrepreneurship. Ms Kirti also told the audience about her book *Sourcing with Kirti* that she has authored on product sourcing, adding that she has provided tips to entrepreneurs for getting instant access to information and resources.

Women emancipation through entrepreneurship: Varied perspective of scholars

In the beginning of the session, Dr Wajiha Raza Rizvi highlighted how in the current scenario women have contributed more to society in terms of academics, entrepreneurship, politics, and other areas of development. Dr Carolina Matos mentioned how GEN section has initiated and supported academic activities over the years.

- Ms Cristian Pulido Rodriguez, Department of Journalism and Communication Sciences, Autonomous University of Barcelona, Spain spoke about the contribution of media in the prevention of gender violence and sexual harassment against women in society.
- Adding to this Dr Seldag Gunes Peschke, Professor and Head Comparative Law, Ankara Yildirim Beyazit University, Turkiye briefly described the condition of women during the Covid-19 pandemic period which had become more severe as their workload increased at home and at work.
- Dr Miriam Rahali, Visiting Fellow, Department of Media and Communication, The London School of Economics and Political Science, UK discussed the role of women in the contemporary world through the case study of Girl Scouts of Orange County.

- Ms Lina Fe Simoy, PhD Scholar, Bangkok University International, Thailand talked about the growth of women's voice through the platform of digital storytelling and through the exploration of autoethnography, the analytical framework of Ikigai.
- Dr Naveed Armand, Founding Vice Chancellor of Emerson University and Professor and Chairman, Department of English, Bahhauddin Zakaria University, Multan, Pakistan talked about the evolution of protection of women's rights but the complexity in legal terms that make them vulnerable and unaware of most of the legalities; he stressed on the need for legal text simplification globally.
- Dr Safa Osman, Associate Professor, Mass Communication, Ajman University, UAE discussed the growth and factors that led to the success of women in entrepreneurship. She added that women face many challenges such as financing, balancing personal and professional life, gender bias, and cultural and traditional constraints but despite all this, they choose to work and learn.
- Dr Beatriz Villarejo Carballido, Maria Zambrano Post-doctoral Fellowship, Journalism and Communication Sciences, Faculty of Communication Sciences, University Autonomous Barcelona, Spain presented the outcome of her study titled "Gender and Journalism: Using Scientific Evidence in Gender News Coverage".

The insightful panel discussion concluded with a vote of thanks moderated by Ms Paranjaya Mehra, Assistant Professor at DME Media School. The online event was attended by Dr Parul Mehra, Head and Dr Susmita Bala, former Head along with faculty members and students of DME Media School. Several scholars including Dorothy Njotoge, United States international university-Africa, Saadia Anwar Pasha, Allama Iqbal Open University Pakistan, Dona Mohamed, and also Aman Dubey and Bhavana Bhardwaj Guru from Gobind Singh Indraprastha University showed interest in the event. Overall, 84 academicians and entrepreneurs from different institutions across the globe attended the Webinar.

Presenters and Abstracts

1. **Successful Journalistic Practices for Overcoming Gender Violence** by Dr. Cristina Pulido Rodriguez, Associate Professor, Autonomous University of Barcelona.



Cristina Pulido, an associate professor at the Autonomous University of Barcelona, holds a Ph.D. in Communication, Art, and Education. With over two decades of experience, she has significantly contributed to research on journalism's social impact, media literacy, and gender violence prevention. Pulido has directed 14 PhD theses and coordinated the PhD Program in Communication and Journalism at UAB. As a prolific author with over 50 publications, her work is highly regarded in academic circles, notably in JCR-Web of Science.

Cristina Pulido is actively engaged in prestigious academic networks such as Gender and Communication Section IAMCR, International Network of Women Journalists with gender perspective, International Communication Association (ICA).



She serves as the director and co-founder of *DF Diario Feminista*, a daily online newspaper advocating for a feminist approach based on scientific evidence and supporting victims and survivors of violence against women and isolating gender violence.

Abstract

The concept of Successful Journalistic Practices in the Prevention of Gender Violence will be introduced as a helpful concept for evaluating journalistic practices with some examples. What journalists' practices contribute to overcoming violence against women and Isolating Gender Violence? How do these practices achieve real social impact? What is the role of scientific evidence in preventing GV and IGV as primary sources? And Survivors' voices? A dialogical approach is a criterion for exercising journalistic practice according to ethical standards, and successful narratives that achieve more audience engagement contribute to eradicating gender violence.

2. **The Smart Cookie: The Entrepreneurial Recipe for Female Empowerment** by Dr. Miriam Rahali, a Visiting Fellow at the LSE in the Department of Media and Communications.



Dr. Miriam Rahali is a Visiting Fellow in the Department of Media and Communications at LSE. Her research focuses on the intersection of children and media, with a specific interest in advertising, consumer behaviour, digital literacy, and skills development. Dr. Rahali has more than three years of teaching experience at the Undergraduate and Master's level, and has lectured at Columbia, Cambridge, and LSE. She is a Fellow of the UK Higher Education Academy.



Abstract

The purpose of this study is to advance an understanding of socially responsible behavior in the scouting industry by exploring how representations and cultural manifestations of entrepreneurship and empowerment constitute a discursive site in which knowledge is produced. Using the Girls Scouts of Orange County as a case study, this presentation confronts two issues: first the branding and marketing of "entrepreneurship", and second the scouting industry as a site of female empowerment. In the first instance, this study not only considers the factors that have influenced the rise of entrepreneurial discourses, but also investigates the methods by which young women and girls are interpellated as entrepreneurial actors. The second part examines the four pillars of the Girl Scout program – STEM, Life Skills, Outdoors, Entrepreneurship – to not only delineate a set of tensions, but also identify opportunities for future social change.

3. **Social change and entrepreneurship of women after the pandemic: A case study from Turkey** by Prof. Dr. Seldag Gunes Peschke, Ankara Yıldırım Beyazıt University, Turkey.



Seldağ Güneş Peschke graduated from Ankara University Faculty of Law. She did MA & PhD from Ankara University Institute of Social Sciences. She worked in Privatization Administration as a lawyer from 1995 to 1997, and she started her academic career in Gazi University Faculty of Law as research assistant in 1997. Italian Government awarded her scholarship for PhD research, and she attended graduate programme Corso di Perfezionamento at Roma La Sapienza University between 2000-2001. DAAD and Max Planck Institute Germany awarded her scholarships from between 2006-2012.

In 2009, Seldağ Güneş Peschke became associate professor at Gazi University Faculty of Law. In 2015, she became professor in Ankara Yıldırım Beyazıt University Faculty of Law. Since February 2015 she is working as Head of Comparative Law in Ankara Yıldırım Beyazıt University Faculty of Law. Seldağ Güneş Peschke worked as guest professor in Bonn University - Juridicum, Tilburg University and Cologne University Media Law Institute and gave lectures in e Campus University/Italy Bonn, Saarland and Würzburg University Law Faculties (2016-2024). She has great experience, as partner and coordinator, in EU and Horizon 2020 projects on youth, education, migration, data protection, privacy, ethics, women studies, personality rights, research integrity, and media law. Currently she was the project manager of PANDEVITA at AYBU which is funded by EU under Horizon 2020 for 2021-2023. She is working as a mediator under Ministry of Justice, and also a member of Ankara and Cologne Bar Associations. She speaks English, German and Italian languages. She has five books and has published many articles in national and international journals.

Abstract

The activities of women in the labour sector, representation in politics or making decision-making positions are still not at the expected level. The States must ensure access to women to work in better opportunities and working conditions with effective gender policies. For a sustainable future, it is vital to support women and increase their participation both in social life and in the labour force. The COVID-19 pandemic has had a profound impact not only on economies and health systems, but also on women's position and freedom in social and business life. The pandemic period had a significant negative impact on employment levels and opportunities, especially on women's employment. However, it has been observed that countries that prioritize women's employment and prioritize their contribution to economy have started to correct the negative situation into positive quickly. In order to empower women after the pandemic and encourage them for new entrepreneurs, a focus group event, was organised in 2022 in Ankara within the PandeVITA project, which was granted by EU under Horizon 2020. In the meeting the women in leading positions from public organizations, academia, private institutions and international



organizations such as ILO and UN Women had the chance to share their real success stories and experiences in order to support women in the economy.

4. **Opportunities and challenges facing women in entrepreneurship** by Saffa Osman, Associate Professor, Mass Communication College, Ajman University-UAE



Dr. Safa Osman received her Ph.D. from Cairo University and currently holds the Associate Professor and Coordinator of Radio & TV program and manager of Radio&TV studios in Mass Communication College at Ajman University, UAE. Her research interests focus on new media, political communication, and gender. She has participated and presented at numerous international conferences and is passionate about the latest visual communication and filmmaking techniques.

Abstract

Women's emancipation through entrepreneurship holds particular significance in the Middle East, where cultural, social, and economic factors have historically constrained women's rights and opportunities. However, despite challenges, entrepreneurship has emerged as a powerful tool for women's empowerment and social change in the region. So, women and entrepreneurship are two important topics that address women's roles in entrepreneurship and their impact on the economy and society. Over recent years, many women have become increasingly interested in establishing and managing their businesses, greatly influencing economic and social trends.

5. **Legal Text Simplification: A Way to Protect Women's Rights**, Professor Dr Naveed Ahmad, founding Vice Chancellor of Emerson University Multan, is currently Chairman Department of English & Director, English Language Center, Bahhauddin Zakariya University, Multan, Pakistan.



Prof. Dr Naveed Ahmad has more than 34 years university level teaching and research experience. His interests lie in teaching and researching literature, linguistics and language of law.

He earned his Post-Doc from the University of Cambridge, UK, and has been a Fulbright fellow at the University of Pittsburgh, USA for PhD level research as well as for lecturing. He has also been the recipient of a training course at the University of Edinburgh, UK. Dr Naveed has written extensively for research journals and books in Pakistan, the US, the UK and Malaysia, and has presented papers in international conferences.

He has also worked as visiting faculty at the Federal and Provincial Judicial academies in Pakistan to deliver lectures on legal English and judgment writing. He has been a part of decision-making bodies at national level.

Abstract

The objective of the research was to look into the ways that empower women in terms of comprehending, in an easy manner laws that protect their rights. In research paper, I briefly review the features that lead to higher complexity in legal English texts, and I investigate which method of text simplification would be most beneficial for the comprehension of legal language. The particular target audience is lay men and women in Pakistan who speak English as an additional language and the texts concern laws that protect women's rights. After consultation with specialists, I selected eight representative laws from a corpus containing laws that protect women's rights. Next, I simplified those laws using different formulas. Comprehension increased significantly for both female and male participants but some text simplification formulas were more helpful than others. The empirical findings are the first set of results on text simplification for a wide audience of non-native speakers from a non-western society. They are useful providing guidelines to legal draftsmen and writers and researchers in the area of text simplification (*The research was carried out at the Department of Theoretical & Applied Linguistics, University of Cambridge as a part of post-doc project*).

6. **Amplifying women's voices through autoethnographic digital storytelling** by Lina Fe Simoy PhD Ambassador at Bangkok University International, Bangkok, Thailand.



Lina Fe Simoy is currently a PhD Ambassador in Thailand and a member of the Gender and Communication section at IAMCR. She is Director of a Hong Kong-based startup doing digital outsourcing. She has spent years in the literary & arts scene internationally, mentoring women changemakers and women-led social startups in the Global South, and theorizing and applying development and sustainable communication pursuits. You may find more information about her on these links: theautoethnographer.com/author/lina-fe-simoy/; <https://www.linkedin.com/in/lina-s-ab243842/>.

Executive Director of Media Development & Editorial Board Member at The AutoEthnographer. Currently pursuing a PhD in Global Communication at Bangkok University, Lina obtained a master's degree in Development Communication and a bachelor's degree in Communication Arts from the University of the Philippines. Her research interests include sustainable communication, autoethnography, dramaturgical framing, women's leadership development, social media environments, and development communication. She currently serves as the Asia Pacific Regional Director for a global executive search firm, and as a Leadership Development Mentor & Interview

Leader at Wedu – a non-profit organization supporting young women from Asia in their leadership development. She recently collaborated with “WERise x SheDisrupts Philippines 2022” and “SheDisrupts Indonesia 2023” – an annual venture competition, mentorship and pre-acceleration program for women-led, social-impact startups. Her project on digital training and work-from-home readiness was awarded with seed funding at the 2021 U.S.-ASEAN Innovation Circle Grassroots Competition (“Sustainable Human Capital Supply in the Digital Economy” category). Lina is passionate about theater arts, which she practiced for 15 years. She is currently serving as PhD Ambassador in Thailand for the International Association for Media and Communication Research (www.iamcr.org). She recently got admitted to Jönköping University taking a doctoral course in Sustainable Communication. She lives between Thailand and China with her husband, Edoardo.

7. **Gender and Journalism: Using Scientific Evidence in Gender News Coverage** by Beatriz Villarejo Autonomous University of Barcelona beatriz.villarejo@uab.cat



Beatriz Villarejo Carballido is a lecturer and researcher at the Universitat Autònoma de Barcelona, in the Department of Journalism and Communication Sciences, and a member of the CREA Research Community <https://crea.ub.edu/index/>.

She has participated in over 20 research projects since 2011, both nationally and internationally, addressing issues of communication, education, and gender.

She is renowned for her extensive academic output, with over 30 articles published in scientific journals, including 20 indexed articles. Additionally, she has delivered 50 research presentations at internationally and nationally renowned conferences.

Beatriz has received scholarships and grants throughout her career, notably her position as a María Zambrano fellow at the Autonomous University of Barcelona and the Juan de la Cierva scholarship at the University of Deusto in Bilbao.

Her commitment to internationalisation and academic exchange is evident in her upcoming stint at the School of Journalism, Media and Culture at Cardiff University, supported by the José Castillejo scholarship. My main research areas are digital media, media communication and journalism, dialogic learning, social inclusion, gender, and education inequalities. ORCID: <https://orcid.org/0000-0002-0369-9115>

Abstract:

Journalism has an important public responsibility to make science accessible to the public. However, several studies have revealed that scientific sources are scarce in

published articles, especially in the social sciences. In this presentation, we would like to present the results of two studies we have conducted on media outlets such as The Guardian, The New York Times, El País and the BBC, to demonstrate how they apply scientific evidence on gender in their reporting to the public. Our findings show that journalistic narratives incorporate scientific evidence in less than 4% of gender coverage. It is therefore crucial that this scientific evidence is more present in coverage of gender issues in order to improve reporting and promote societal progress.

2024 schedule and procedures for Gender & Communication Section elections

Gender and Communication Section of IAMCR is holding partial online elections from 23 April to 14 May 2024. The call for candidates is now open and the deadline to submit candidacies is 16 April. Individual members and representatives of institutional members in good standing, who are also registered as members of the Gender and Communication Section are eligible to stand for a position and to vote. Please visit <https://iamcr.org/s-wg/elections2024> for details.



Representology Live Conference CFP

Representology Live conference invites submissions on all aspects of diversity and the media. The event is hosted by the School of Journalism, Media and Culture (JOMEC) and it takes place at Cardiff University on the 27th of June 2024.

Submissions be sent to representology@cardiff.ac.uk. The organisers especially encourage contributions addressing the theme of Media and Representation: Ideas for Changing the World.

This includes, but is not limited to, papers addressing themes such as:

- * Promoting change in media
- * Media futures: tackling organisational biases
- * Youth and the media - creating diverse careers
- * Creating diversity in media leadership

Confirmed keynote speakers include Sir Lenny Henry and Dr David Dunkley Gyimah (co-founder of Representology).

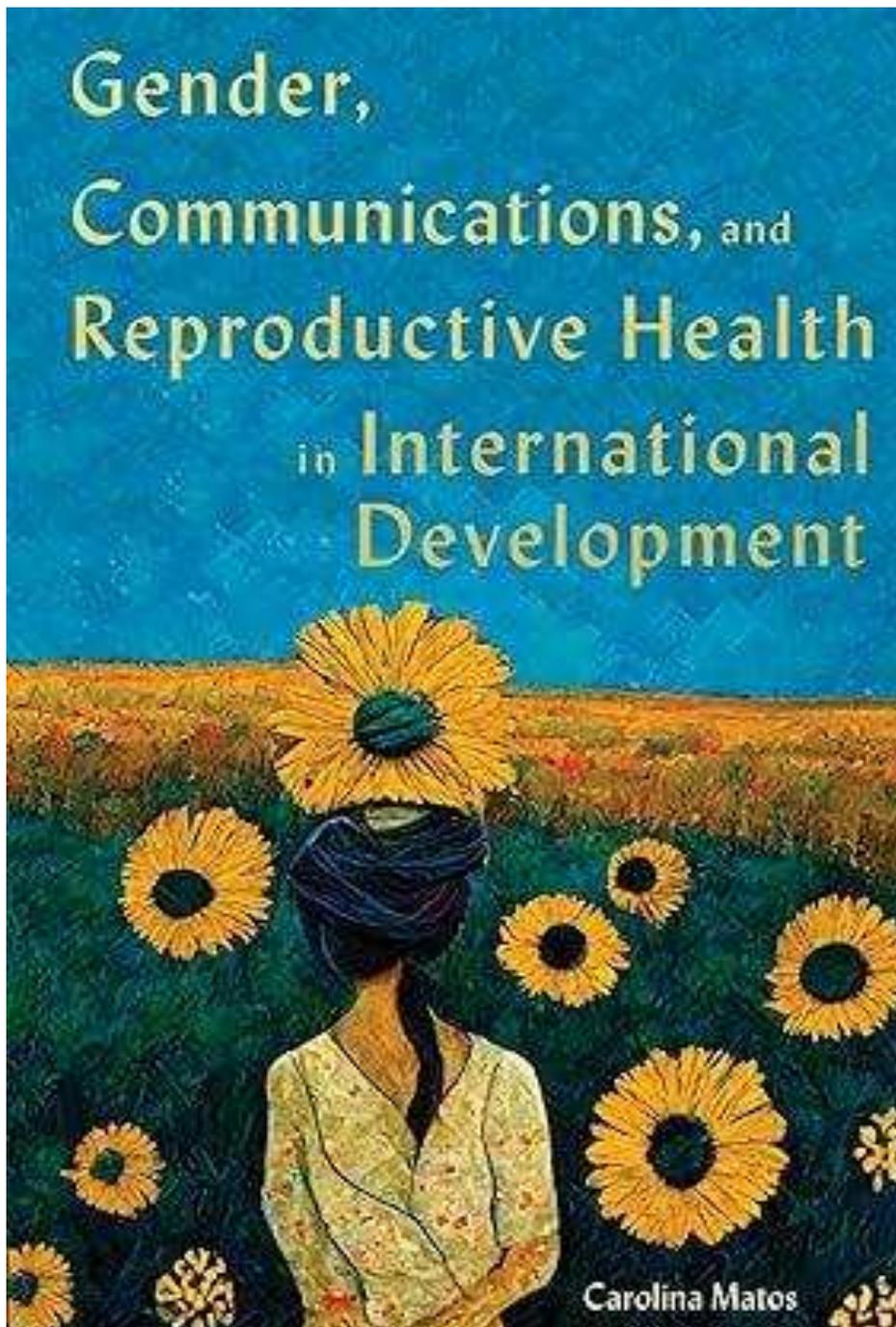
The conference fee is £50 (£30 for students), which includes a buffet lunch and tea/coffee breaks and networking drinks at the end of the conference.

Please do not submit more than one abstract as first author, with no more than two abstracts in total.

The deadline for abstracts (250 words maximum) is April 12th, 2024. Abstracts should be submitted online via email.

Should you have any questions, please contact us at representology@cardiff.ac.uk.

BOOKS by Members



Gender, Communications, and Reproductive Health in International Development (Volume 15) (McGill-Queen's/Brian Mulroney Institute of Government Studies in Leadership, Public Policy, and Governance) Paperback – June 15, 2023 by Carolina Matos (Author).

ICA Regional Conference Lahore 2024

Call for Papers

“Maximizing the Scope of Climate Communication: Strategies, Responsibilities, and Outcomes for the Global South”

We allow three presentation formats:

- (i) Individual Presentation
- (ii) Panel Presentation
- (iii) Poster Presentation

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The Conference divisions will revolve around an array of questions such as: (a) What can/should be the role of communication to create an increased awareness among masses for climate-induced hazards, (b) what role can/should climate journalism play in creating an appetite for climate-related news in the audience? (c) What remedial measures can/should be offered by social justice-driven activism in communication? (d) How can global and local scholarly communities work together to offset the disproportionate burden of global warming on the global south? (e) How can communication be used effectively to bring meaningful changes?

Submission Deadline: March 18, 2024

Our conference divisions include:

- ☒ Climate Activism and Social Justice
- ☒ Gender, Race, Ethnicity, Class, & Climate Communication
- ☒ Decolonizing Climate Narratives: Justice, Equity, and Global Responsibility
- ☒ Environmental Communication
- ☒ Health Communication
- ☒ Risk/Crisis Communication
- ☒ Science Communication

For queries please contact at ica.pakistan@fccollege.edu.pk

OR visit ica.pakistan.fccollege.edu.pk

For submissions, please use the following link

https://docs.google.com/forms/d/e/1FAIpQLSeeEywNxXyZGqiQoRDT-kymdYJ8LR_PbMIO57IBbFmqzY65dw/viewform?usp=pp_url



**FORMAN
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**International
Communication
Association**

AMCAP
Association of Media & Communication Academic Professionals



IAMCR GENDER AND COMMUNICATION SECTION

Wajiha Raza Rizvi, Co-chair (Film Museum Society Lahore)

Carolina Matos, Co- chair (City University of London)

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

Faiza Rafique, Vice-chair (University of Wollongong in Dubai)