FRIDAY 16th

08.30: Registration

09.00–10.15: Keynote address by Richard Dyer I Only White Men: Serial Killing in European Cinema I AULA MAGNA

10.15–10.45: Coffee Break

*All panels will take place at SALA DE GRAUS

10.45–12.30: FEMALE ARCHETYPES IN POPULAR CULTURE I Chair: Sofie Van Bauwel

Lidiane Nunes de Castro and Dostoiewski Mariatt de Oliveira Champagnatte
Mädchen in Uniform and the birth of lesbian cinema

Beatriz Herrero Jiménez
Paying for/with the silence: the struggle for discourse in Isabel Coixet’s film noir

Iolanda Tortajada, Núria Araüna and Cilia Willem
A torero's lover: Postfeminist transitions in Madonna’s Music Videos

12.30–13.00: Tonny Krijnen and Sofie Van Bauwel presentation of Gender and Media: 
Representing, Producing, Consuming I Information on the symposium publication

13.00–14.00: Lunch
14.00–15.45: ON EQUALITY, DOUBLE STANDARDS AND EMPOWERMENT | Chair: Sara de Vuyst

Laura Martínez-Jiménez
*Women to stand up for: ambivalences of Popular Postfeminism in Mediaset #DOYLACARA campaign*

Marta Orsini
The role of women's magazines as tools for the visibility of female empowerment and gender and sexual identities

Cilia Willem, Núria Araüna and Iolanda Tortajada
Slut-Shaming on social networks sites among Spanish youth

Estefanía Jimenez, Giovanna Mascheroni and Jane Vincent
“If you do not get likes it makes you feel no-one is interested in you”. Double standard, negotiation, and sexual self-presentation on SNS

Oriana A.M.F. Gomes and Elke Van Damme
Don’t Risk Dudeness: You’re not Human, You’re a Woman. Gender, advertising, body policing and hair

15.45–16.15: Coffee Break

16.15–17.30: YECREA WORKSHOP. A feminist toolbox for young scholars. Developing strategies to cope with the gendered challenges of the academic work environment.

17.30–18.30: Business Meeting

21.00: Meeting at Raffa Gelatti, in the Old Town of Tarragona

21.30: Human Tower rehearsal
SATURDAY 17th

*All panels will take place at SALA DE GRAUS.*

09.30–11.15: REPRESENTATIONS | Chair: Cilia Willem

- **Tonny Krijnen**
  House of (Im)morality? - Gendered Moral-Emotional Repertoires in Quality TV Drama

- **Maricel Oró-Piqueras**
  Representing aging women in contemporary TV series: destabilising the domestic

- **Emma Domínguez-Rué**
  Transparent Lives: the (In)visibility of Gendered Old Age in Donna Leon’s Fiction

- **Francisco A. Zurian Hernández and Hernando C. Gómez Prada**
  Representations of teen universe in *FOQ*

- **Maddalena Fedele**
  Slim and curvy girls, Slim and muscular boys: adolescents’ portrayals in the current teen series broadcast in Spain.

11.15–11.45: Coffee Break

11.45–13.00: NEGOTIATING MEDIATED SEXUALITIES | Chair: Frederik Dhaenens

- **Maddalena Fedele, Rafael Ventura, M. José Masanet, Pilar Medina**
  Young people’s stereotypes related to love and sexual relationships: preliminary findings from a study on young people, love and fiction programmes carried out in Spain

- **Cristina Alonso-Villa**
  The imperative of heterosexuality. The male gaze and the need for heterosexual romance in female lead action movies.

- **Víctor Navarro-Remesal and Shaila García-Catalán**
  Gender, romance and LGBT representation in roleplaying video games: a comparison between ‘Dragon’s Dogma’, ‘Fable III’ and ‘Dragon Age: Inquisition’
13.00–14.00: Lunch

14.00–15.45: MEDIATED SEXUALITIES IN HISTORICAL PERSPECTIVES | Chair: Núria Araüna

Rafael Ventura and Bruno Ciurana
Framing sexualities in Spanish press: Coverage of sexual identities in La Vanguardia newspaper (1881-2014)

Florian Vanlee, Frederik Dhaenens and Sofie Van Bauwel
Opening the Homemade Television Closet. A textual and contextual analysis into the ‘coming out’ of Flanders’ first gay character in domestic television fiction

Alejandro Melero

15.45–16.45: Coffee Break

16.15–17.45: GENDER(ING) AND JOURNALISM | Chair: Tonny Krijnen

Sara De Vuyst and Karin Raeymaeckers
Shifting gender gaps in newsrooms? A longitudinal study on the gender dimensions of digital innovations in journalism.

Liudmila Voronova and Kristina Widestedt
Gendering the country’s image: Russian and Swedish political journalism in the times of conflict

Emma Gomez Nicolau
Let us speak by ourselves! Neglecting subjectivities in Gender-Based Violence media discourse.

Adolfo Carratalá
How do we call it? The collective and media discourses facing violence in same-sex couples
* You can follow us on Twitter (@ECREA_GC) and comment the conference using the hashtag #genderandcom

**Scientific committee**
Iolanda Tortajada, Frederik Dhaenens, Núria Araúna and Cilia Willem.

**Organizing committee**
Cilia Willem (URV), Núria Araúna (URV), Iolanda Tortajada (URV), Frederik Dhaenens (UGent), Elena Oroz (Universidad Carlos III), Beatriz Herrero (URV), Carlota Moragas (URV), Lluïsa Bertran (URV), Hernando Gómez (GECA-UCM), Helle Kettner (URV), Antonio Caballero (URV).

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- YECREA - Young Scholars Network of ECREA.
- Institut de la Comunicació de la Universitat Autònoma de Barcelona (InCom-UAB).