



XI GENDERCOM
International Conference on
Communication and Gender

GENDERCOM 2025

(ONLINE)

GENDER, CULTURES AND SOCIETIES

Identity and representations between violations e recognitions

Organised by

Department of Human and Social Sciences
Libera Università degli Studi di Enna “Kore”, Italy

22-23 September 2025

Link to virtual room:

<https://goo.su/1ptWwkL>

(Time: Madrid/Roma)

Local Organising Committee:

Chair

Gabriella Polizzi

Team group

Maria Fobert Veutro

Paola Magnano

Simona Nicolosi

Rosaria Schembri

Adriano Schimmenti



MONDAY 22 SEPTEMBER 2025

09:00-09.30 | CONFERENCE OPENING

INSTITUTIONAL GREETINGS

Paolo Scollo, Rector of the Libera Università degli Studi di Enna "Kore", Italy

Alessia Gabriele, Vice-Rector for Gender Issues at the Libera Università degli Studi di Enna "Kore", Italy

Adriano Schimmenti, Head of the Department of Human and Social Sciences at the Libera Università degli Studi di Enna "Kore", Italy

CONFERENCE PRESENTATION

Juan-Carlos Suárez-Villegas, Member of the Steering Committee (Universidad de Sevilla)

Gabriella Polizzi, Chair of the Organising Committee at the Libera Università degli Studi di Enna "Kore"

Antonino Mario Oliveri, Chair of the Organising Committee at the Università degli Studi di Palermo

09:30-12:00 | Paper Session 1

Chair: **Gabriella Polizzi** (Libera Università degli Studi di Enna "Kore")

Dalla vittimizzazione secondaria alle strategie discorsive di Himpathy. La rappresentazione sociale della violenza maschile alle donne nella stampa italiana

Flaminia Saccà (Sapienza Università di Roma, Italy) and

Maddalena Carbonari (Sapienza Università di Roma, Italy)

The alliance between men and women in combating male violence against women

Saveria Capecchi (Università degli Studi di Bologna, Italy)

Reading the roots of gender-based violence to prevent it: for an alliance of knowledge between services and academia

Daniela Pisu (Università degli Studi di Cagliari, Italy) and

Maria Lucia Piga (Università degli Studi di Sassari, Italy)

Arte e Natura su Prescrizione: Social Prescribing e innovazione nelle politiche di prevenzione e contrasto alla violenza di genere

Lucia Anna Rutigliano (Università degli Studi di Foggia, Italy)

Sexism, stereotypes and discrimination against women in sports communication

Luisa Rizzitelli (Assist Ngo, Associazione Nazionale Atlete, Italy)

Sexting, Gender and Power: Intimate Communication in the Digital Age 'between, by and about' College Students

Alba Adá-Lameiras (Universidad Rey Juan Carlos, Spain)

Marian Blanco-Ruiz (Universidad Rey Juan Carlos, Spain)

Blaming the Victim: Social Media Discourses on Gender-Based Violence in Pakistan

Qurat-ul-Ain Malik (International Islamic University of Islamabad, Pakistan)

Flag of Hate. Mapping Italy's Incel Subculture in the Context of Femicide

Michele Varini (Università Cattolica del Sacro Cuore di Milano, Italy)

Sessi Matti. Travestitismo e corpi queer nella letteratura italiana degli anni '60 e '70

Fabio Vittorini (Università IULM di Milano, Italy)

12:00-14:00 | Paper Session 2

Chair: **Simona Nicolosi** (Libera Università degli Studi di Enna “Kore”)

Gender equality and right to care as human right

Alessia Gabriele (Libera Università degli Studi di Enna “Kore”, Italy)

Broadening the Spectrum. Challenges in the study of Autistic Women as one of them

Margarita Díaz Gómez (Universidad de Sevilla, Spain)

Las políticas públicas de la Comunidad Valenciana en relación al tratamiento de la mutilación genital femenina

María Díaz Senent (Universidad de Alicante, Spain)

Between the Ideal of New Masculinity and the Norms of Patriarchal Scripts: Fatherhood in Croatian Digital Media

Brigita Miloš (Sveučilište u Rijeci, University of Rijeka, Croatia)

Nadja Čekolj (Sveučilište u Rijeci, University of Rijeka, Croatia)

Ivana Tutić Grokša (“Dante” Adult Education Institution, Rijeka, Croatia)

O consumo dos media e a prática do sexting no contexto universitário português

Marlene Loureiro (University of Trás-os-Montes and Alto Douro)

Ana Heise (University of Trás-os-Montes and Alto Douro)

Flexibilidade laboral e mulheres jornalistas: uma reflexão sobre oportunidades e armadilhas da socialização profissional

Juliana Alcantara (Erasmus University Rotterdam, The Netherlands) and

Rita Basílio Simões (Universidade de Coimbra, Portugal)

14:00-15.00 | Lunch Break

15:00-18:00 | Paper Session 3

Chair: **Paola Magnano** (Libera Università degli Studi di Enna “Kore”)

Proposal for a system of indicators for measuring gender imbalances

Rosario Asián-Chaves (Universidad de Sevilla, Spain)

Cinta C. García-Vázquez (Universidad de Sevilla, Spain)

La desigualdad de género en el sector de la publicidad. Análisis de carreras profesionales femeninas e identificación de “techos de cristal”

Emma Torres-Romay (Universidade de Vigo, Spain)

Estudio sobre el techo de cristal y la brecha salarial femenina en la Junta de Andalucía a causa del Sistema de provisión de puestos de trabajo de Libre Designación (plds)

Lourdes Domínguez López (Junta de Andalucía, Sevilla, Spain)

Gender Equality Plans nelle amministrazioni comunali italiane: tra adempimento formale e opportunità trasformativa

Laura Bosaia (Università degli Studi di Torino, Italy)

Camilla Lasagna (Università degli Studi di Torino, Italy)

“A Woman’s Silent Revolt”: Helen Graham’s Struggle Through Feminist and Visual Narratives

Ana Pérez Porras (Universidad de Granada)

Far-Right, Right Here: Tradwives Gendered Nostalgia and the Affective-Ideological Apparatus

Thiago Costa (Universidade do Estado do Rio de Janeiro, Brazil)

Poder patriarcal: coordenadas para el sometimiento de madres adolescentes en México
Luis Alfonso Guadarrama Rico (Universidad Autónoma del Estado de México, Mexico)

Violetas Marchitas: Análisis del tratamiento informativo sobre violencia de género en dos medios de comunicación cubanos en el Caso de Fernando Bécquer
Karina Rodríguez Martínez (Universidad Nacional Autónoma de México, Mexico)

La presencia de las mujeres como fuente experta en ciencia y tecnología en los medios de comunicación en España

Patricia Sánchez Holgado (Universidad de Salamanca)

María José Higuera Ruiz (Universidad de Málaga)

Laura Rodríguez Contreras (Universidad de Salamanca)

Santiago Lomas Martínez (Universidad de Salamanca)

Vlogging the Borderlands: Intersectional Identities and Postfeminist Voices of Diasporic Arab-Muslim Women

Sanaa Benmessaoud (University of Sharjah)

Mohammed Ben Moussa (University of Sharjah)

Gender, Social Media and Historical Legacy: The case of UNESCO's Intangible Heritage

Sheenagh Pietrobruno (Saint Paul University)

TUESDAY 23 SEPTEMBER 2025

09:00-11:30 | Paper Session 4

Chair: **Rosaria Schembri** (Libera Università degli Studi di Enna "Kore")

Culture femministe e culture lgbtqi+: punti di convergenza e di contrasto

Maria Fobert Veutro (Libera Università degli Studi di Enna "Kore", Italy) and

Roberta Gangitano (Sapienza Università di Roma, Italy)

Linguaggio algoritmico e parità di genere: per un'algoritmica del femminismo digitale

Angela Arsena (Università Pegaso, Italy)

Emozioni periferiche: maschilità e distribuzione affettiva nei film di animazione Disney

Olga Hendel (Mälardålen University)

Digital Narratives of Male Bisexuality: Intersectional Challenges and the Call for Broader Social Science Research. A Scoping Review

Vincenzo Cicala (Sapienza Università di Roma, Italy)

Disrupting Normativity: Posthumanism, Affect and Queer Monstrosity in Joyland

Rubab Batool (National Research University Higher School of Economics, Moscow, Russia)

"Nature is such a healing space for us": Trans people's experiences in outdoor and adventure recreation

Bart Bloem Herraiz (Universitat de Vic, Spain)

The heroine journey of motherhood: emerging storytelling in current cinema from a gender perspective

Margarida Carnicé Mur (Universitat de Lleida)

Maddalena Fedele (Universitat de Barcelona)

Mariona Visa Barbosa (Universitat de Lleida)

Childbirth on Screen: An Analysis of Audiovisual Representations vs. Realities and Current Health Protocols

Margarida Carnicé Mur (Universitat de Lleida)

Mariona Visa Barbosa (Universitat de Lleida)

Gina Plana Espinet (Universitat de Lleida)

Algorithmic Inequality: The Impact of Age and Gender Bias in Artificial Intelligence

Maria Ávila Bravo-Villasante (Universidad Rey Juan Carlos)

11:30-13:45 | Paper Session 5

Chair: **Maria Fobert Veutro** (Libera Università degli Studi di Enna "Kore")

Gender and Politainment: The Authority of Female Experts in the Television Coverage of Global Crises (Trump's Tariffs vs. the Death of Pope Francis)

Isaac Pecino (Universitat Pompeu Fabra)

How femininity turns spaces into places. Presentation of the book by Castellano, C. (2025).

NO TIME NO SPACE. Come gli spazi si fanno luoghi. Milano: Guerini.

Clelia Castellano (Università degli Studi Suor Orsola Benincasa, Italy)

Envejecimientos premiados: una mirada interseccional entre edad y género de los spots ganadores del festival publicitario El Sol

Elvira Antón-Carrillo (Universidad Jaume I Castellón, Spain)

Irene Ramos-Soler (Universidad de Alicante, Spain)

María Consuelo Balado-Albiol (Universidad Jaume I Castellón, Spain)

The Greek post-#MeToo era's staging of diva citizenship in Milky Way, by **Vassilis Kekatos Konstantinos Argyriou** (Universidad Rey Juan Carlos, Spain)

Gender Representations, Power Dynamics, and Identity Construction in Turkish Television Drama: A Study on Kızılıcak Şerbeti

Pinar Aslan, Sena Özşirin and **Hakan Koluman** (Üsküdar University, Turkey)

Imaginarios sexistas y construcción social del género en la adolescencia: estudio de caso en los contextos urbanos de Barcelona, Bilbao, Madrid y Valencia.

Marta Narberhaus Martínez (Universitat Autònoma de Barcelona, Spain)

Ariadna Fernández Planells (Universitat Politècnica de València, Spain)

Amaia Eiguren Munitis (Universidad del País Vasco, Spain)

Mónica Desirée Sánchez Aranegui (Universidad Autónoma de Madrid, Spain)

Book presentation: Mesa, D. (2025). Figli e unici. Vite familiari dei giovani italiani nella società delle singolarità. Napoli: Orthotes.

Diego Mesa (Università Cattolica del Sacro Cuore di Milano, Italy)

El enfoque de género en el Sistema Interno de Garantía de Calidad de las universidades: el caso de los estudios de publicidad.

Alejandra Hernández-Ruiz (Universidad de Alicante, Spain)

Iolanda Tortajada (Universitat Rovira i Virgili, Spain)

Cilia Willem (Universitat Rovira i Virgili, Spain)

13.45 | END OF THE LIVE ONLINE CONFERENCE

Recorded Online Communications, Book Presentations and Posters are available on pp. 6-8.

The Conference will proceed in person at the University of Palermo (Italy) from 24th to 26th September 2025.

Recorded Online Communications

Between the Local and the Global: The (Dis)continuity of Feminisms in Portugal and Their Effects on Gender Equality Policies

Micaela Cabral (Universidade da Beira Interior)

<https://youtu.be/3xC-ZwDCNwI>

Debates sobre el rol de mujer en la poesía de las Trobairitz

Antonia Víñez Sánchez and **Juan Sáez Durán** (Universidad de Cádiz, Spain)

<https://youtu.be/7TbywSv4EqQ>

Colectividad y ética feminista durante la Transición Española en las fotografías de Pilar Aymerich

Roberto Rodríguez Gálvez (Universidad de Murcia)

<https://youtu.be/j8mIHRZs1NU>

Influencers en el aula! Análisis de los perfiles de las influencers españolas en TikTok con perspectiva de género

Marta Ruiz Lozano and **Anna Pérez-Quintana** (Universitat de Vic - Universitat Central de Catalunya)

<https://youtu.be/2UPdQNEMKfE>

Influencers in the Classroom! An Analysis of Spanish Female Influencers on TikTok from a Gender Perspective

Marta Ruiz Lozano and **Anna Pérez-Quintana** (Universitat de Vic - Universitat Central de Catalunya)

<https://youtu.be/NxqnK5-WBPQ>

Magical Girls and the Feminine Rite of Passage: Gender, Power and Coming of Age in 1980s Japanese Anime

Mónica María Martínez-Sariego (Universidad de Las Palmas de Gran Canaria)

<https://youtu.be/Kfz8y-twS9c>

Fortunes and Misfortunes of Nabokov's Lolita on TikTok: From Literature to Digital Misrepresentation and Reinterpretation

Mónica María Martínez-Sariego (Universidad de Las Palmas de Gran Canaria)

<https://youtu.be/AQYpr64Nj0E>

Percepciones, experiencias y caminos de transformación frente a las Violencias Basadas en Género en la Facultad de Comunicaciones y Filología de la Universidad de Antioquia

Sandra Valoyes Villa and **Manuela Echavarria Cuartas** (Universidad de Antioquia)

<https://youtu.be/jatJZ0WpTLM>

Cartografía de la producción LGTBIQ+ en plataformas VOD: entre la inclusión y la lógica de mercado

Julio Moreno Díaz (Universidad Rey Juan Carlos)

Nerea Cuenca Orellana (Universidad Rey Juan Carlos)

Natalia Martínez Pérez (Universidad de Burgos)

https://youtu.be/tQ96Kf8_Z5Y

Florence Nightingale David, Dorothy Adkins y Stella Cunliffe, tres mujeres destacadas en el campo de la Estadística

Laura Linde Martínez, Juan Núñez Valdés, Laura Rocha Bohórquez (Universidad de Sevilla)

<https://youtu.be/JO4dLE1w5wA>

Alleanza scuola-famiglia: sfide dell'educazione di genere nella prima infanzia
Noeli Aparecida Fernandes and **Daniela Finco** (Universidade Federal de São Paulo - Unifesp)
<https://youtu.be/BEZs1Iq2PTM>

Narrativa Cultural Contradictoria: Género y Feminismo en peligro
Susana Gavilanes Bravo (Universidad Tecnológica Metropolitana)
Pending at [Conference Gendercom - YouTube](#)

Evolución de la representación de la mujer en la publicidad: desde el siglo XX hasta nuestros días
Rafael Moreno Diaz (Universidad de Córdoba)
<https://youtu.be/lphY-suV900>

Evolución de la representación del hombre en la publicidad: desde el siglo XX hasta nuestros días
Rafael Moreno Diaz (Universidad de Córdoba)
<https://youtu.be/Ot3w2zbNgs8>

Anti-wokismo a la española: aproximación a su articulación mediática desde el caso de El Mundo
Laura Martínez-Jiménez (Universidad Europea Miguel de Cervantes y Universidad de Sevilla)
María Sánchez-Ramos (Universidad de Sevilla)
<https://youtu.be/VwxldZGcxkw>

El videojuego y su narrativa en la construcción de la masculinidad hegemónica: un estudio preliminar
Iván Alejandro Cervantes (Benemérita Universidad Autónoma de Puebla)
Pending at [Conference Gendercom - YouTube](#)

Doing It for Themselves: Women Taking Control(ler) in Gaming
Katharine Sarikakis (Universität Wien)
Oleksandra Gudkova (Universität Wien)
Ayca Becerir (Universität Wien)
Lisa Baumgartner (Universität Wien)
Pending at [Conference Gendercom - YouTube](#)

Mu-De: Music, Women and Money. The mis-recognition of (economic) value as a form of violence
Alessandra Micalizzi (Università Pegaso, Italy)
Valentina Cattivelli (Università Pegaso, Italy)
<https://youtu.be/gRBvujDJZqs>

Recorded Online Book Presentations

Community participation workshops as active tools in gender urbanism. Application of the model in Jerez de la Frontera, Cadiz (Spain)

Lourdes Royo-Naranjo and **Alejandro Soto Tamayo** (Universidad de Sevilla)

<https://youtu.be/SpwsQaMDotY>

Online Posters

Mapping Beliefs that Normalize Technology-Facilitated Sexual Violence: Development and Network Analysis of the TFSV Myth Acceptance Scale

Kate Gray (Universidad de Jaén)

María Aranda (Universidad de Jaén)

Sergio Dominguez-Lara (Universidad de San Martín de Porres)

Andy Rick Sánchez-Villena (Universidad Tecnológica del Perú)

Pending at [Conference Gendercom - YouTube](#)

Hostility and misogyny towards the feminist message on the Internet

Mariela Ruth Gómez Ponce (Universidad Internacional de la Rioja)

Pending at [Conference Gendercom - YouTube](#)