

GEMINI-SCAPES.
DETECTING THE INTERPLAY
BETWEEN SERIAL DRAMAS, GENDER ISSUES
AND EUROPEAN YOUNG AUDIENCES

Link Campus University, Rome - 10-11 April 2025

Provisional programme and deadlines

DATE & VENUE

10-11 April 2025

Link Campus University, Rome, Italy

CONFERENCE FEES

Regular rate for professors, lecturers, and retired faculty: 100€

Reduced rate for Ph.D students and junior researcher: 75€

The conference fee includes 3 coffee breaks, 2 light lunch and 1 happy hour

DEADLINES

Abstract submission: **30 November 2024**

Notification of acceptance: 31 December 2024

Presenting Authors' Registration: 31 January 2025

Provisional programme: 28 February 2025

Final programme: 15 March 2025

SCIENTIFIC COMMITTEE

Sarah Arnold (Maynooth University, IRL), Luca Barra (University of Bologna, ITA), Roberta Bartoletti (University of Bologna ITA), Cathrin Bengesser (Aarhus University, DEN), Marta Boni (Université de Montréal, CAN), Mihai Coman (University of Bucharest, ROM), Kim Toft Hansen (Aalborg University, DEN), Louise Brix Jacobsen (Aalborg University, DEN), Pia Majbritt Jensen (Aalborg University, DEN), Raluca Radu (University of Bucharest, ROM), Nicoletta Marini Maio (Dickinson College, USA), Milla Mineva (University of Sofia, BUL)

HOST COMMITTEE

Marica Spalletta, Valentina Re, Nicola Ferrigni, Massimiliano Coviello, Elena D'Amelio, Paola De Rosa, Arianna Vergari

PATRONAGE

CALL FOR PAPERS/PANELS

In the contemporary media landscape, marked by the increasingly pervasive presence of global digital platforms, serial dramas have emerged as dominant forms of entertainment, capable of captivating wide and heterogeneous audiences, with young adults playing a prominent role. Therefore, the primary aim of this conference is to explore how young audiences engage with gender-related issues as portrayed in these serial dramas.

Functioning as both mirrors and shapers of people's daily lives, serial narratives serve as significant cultural texts that not only reflect but actively shape societal norms and values. As such, they are powerful instruments for raising awareness of critical relevant social issues, both those already well-recognized and those still emerging. Given their role as meaningful discourses requiring active interpretation, these narratives affect young viewers who negotiate gender representations and messages through individual and socio-cultural lenses.

The key role of serial dramas as tools for raising awareness is also confirmed by the increasing attention the European Union has given to this medium in recent years. Through initiatives such as the *Citizens, Equality, Rights and Values Programme*, the EU has employed audiovisual media to challenge stereotypes and shift people's attitudes. This approach is particularly notable in relation to the EU's gender mainstreaming policy goals: the EU Gender Equality Strategy 2020-2025 clearly emphasises the transformative role of audiovisual media in fostering an inclusive European society, promoting diversity as both a core value and a driver of growth and innovation in all areas of life.

Over the last decade, serial dramas have increasingly focused on representing gender-related issues, blending identity topics (such as gender identity and sexual orientation) with broad social concerns (like gender equality, gender pay gap, and gender-based violence).

In this context, an intersectional approach has emerged as a key framework for framing and analysing gender issues, incorporating how different aspects of a person's identity other than gender (such as race, class, disability, etc.) interact and contribute to unique experiences of discrimination and inequality, or privilege. To do this, serial dramas have employed narratives centred both on the storytelling of traditional gender stereotypes and the representation of more gender-inclusive models, especially with the aim of captivating heterogeneous audiences.

From the audience perspective, these narratives have a particularly strong impact on young adults', whose reception of gender-related messages is shaped by the emergence of more inclusive approaches. Younger generations, in turn, may be influenced also by serial narratives and their characters, who serve as aspirational role models in terms of appearance, confidence, and power.

Therefore, examining the interplay between serial dramas, gender-related issues and young audiences opens up a rich field of inquiry that is both timely and necessary. To this purpose, the GEMINI final conference aims to bring together scholars from various disciplines to explore this multifaceted relationship, also encouraging submissions from scholars from diverse backgrounds, perspectives, and underrepresented groups. We invite contributions that investigate these themes from different perspectives, including but not limited to cultural studies, media studies, television studies, screen studies, gender studies, industry and production studies, audience studies, celebrity studies, and media literacy.

Possible topics may include, but are not limited to, the following:

Production and Industry Perspectives

- How creative industries and cultural policies address gender dynamics in production and distribution
- Serial dramas, television industry and gender-related issues (qualitative and quantitative perspectives)
- Equality, diversity and inclusion in serial dramas from the behind-the-scenes perspective

Narratives and Representations

- Serial narratives and gender equality, diversity and inclusion, also from an intersectional perspective
- Serial narratives and gender stereotypes
- Local/national/transnational perspectives on serial dramas, young audiences and gender-related issues

Influence processes and audience engagement

- The influence of serial narratives about gender-related issues on young audiences
- Serial dramas, gender-related issues and young adults' digital engagement
- Stardom, fandom and gender-related issues

Media literacy and Social Activism

- Serial dramas and gender-related issues in upper secondary education
- Media literacy as tool for raising awareness
- The interplay between serial dramas and gender-based activism

SUBMISSIONS GUIDELINES

Submissions are welcome as individual papers and pre-constituted panels (3/4 papers).

Individual presenters are required to provide their name, affiliation, email address, the title of the paper, an abstract (max. 300 words), references (max. 200 words), and a short bio (max. 150 words).

Panel organisers are also asked to submit a panel title and a short description of the panel (max. 300 words). Panels must be international (no more than two papers from the same country) or, if national, refer to a funded research project (no more than two papers from the same university).

Send your paper/panel proposal to: linklab@unilink.it

Provisional Programme

DAY 1 - 10 APRIL 2025

- [09:30-10:00] Opening session (Greetings & Introduction)
- [10:00-11:30] 1st Plenary Session (Keynote Speaker + Discussant)
- [11:30-12:00] Coffee break & Networking
- [12:00-13:30] 1st Parallel Session (3-4 papers, 15-20 minutes)
- [13:30-14:30] Light Lunch & Networking
- [14:30-16:00] 2nd Parallel Session (3-4 papers, 15-20 minutes)
- [16:00-16:30] Coffee break & Networking
- [16:30-18:00] 2nd Plenary Session (Keynote Speaker + Discussant)
- [18:30-20:30] Happy Hour & Networking

DAY 2 - 11 APRIL 2025

- [09:30-11:00] 3rd Parallel Session (3-4 papers, 15-20 minutes)
- [11:00-11:30] Coffee break & Networking
- [11:30-13:30] Round Table with Stakeholders & Contest Award Ceremony
- [13:30-14:30] Light Lunch & Final Greetings