

GEMINI-SCAPES

DETECTING THE INTERPLAY
BETWEEN SERIAL DRAMAS, GENDER ISSUES
AND EUROPEAN YOUNG AUDIENCES

Link Campus University,
Rome 10-11 April 2025

CONFERENCE PROGRAMME

index

index

	THE GEMINI PROJECT	p. 4
	ABOUT THE CONFERENCE	p. 9
	BOARD	p. 12
	PATRONAGE	p. 15
	KEYNOTE SPEAKERS & DISCUSSANTS	p. 17
	GENERAL PROGRAMME	p. 22
	PARALLEL SESSIONS	p. 27
	NAME INDEX	p. 36
	VENUE	p. 39

the GEMINI project

summary

In line with the [EU Gender Equality Strategy 2020-2025](#) and from an intersectional perspective, the research-action project **GEMINI–Gender Equality through Media Investigation and New training Insights** aims to tackle gender-based stereotypes that create gender inequalities and empower young adults to create products that convey positive messages of gender equality.

Focusing on the representation of gender-related issues in serial dramas and how they can contribute to gender equality, the **GEMINI** project addresses European high school students and teachers/trainers in four European Countries (Denmark, Ireland, Italy and Romania) characterized by different socio-cultural contexts and varying levels of gender equality, as measured by the [Gender Equality Index](#) (GEI).

The choice to focus on screen serialities is due to the acknowledgement that serial dramas are significant cultural products 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, including gender-related ones, employing narratives centred both on the storytelling of traditional gender stereotypes and the representation of more gender-inclusive models.

Therefore, the **GEMINI** project aims to reach the following goals through a varied set of activities:

- Investigating the production and narrative strategies underlying the representation of gender identities in serial dramas and how such representation affects the promotion of gender equality among the target groups through in-depth interviews with key informants, textual/production analysis, and media content/sentiment analysis on a selected corpus of serial dramas.
- Understanding the target groups' awareness about gender equality and how they perceive the representation of gender identities in

serial narratives through focus groups, multi-language surveys, semi-structured interviews.

- Enhancing analytical, relational and communication skills on gender equality practices and models through the development of the educational toolkit.
- Spreading a gender equality-oriented culture through self-produced communication initiatives, such as audiovisual products and the screenwriting contest.
- Providing guidelines and policy recommendations on how to communicate gender equality addressed to EU and national institutions as well as broadcasters and streaming platforms.
- Exploiting the project results and disseminating them among the target groups and the general public through the website, communication activities, academic and promotional events, and scholarly publications.

The **GEMINI** project is co-funded by the European Union within the framework of the Citizens, Equality, Rights and Values Programme (CERV-2002-GE).

The project, led by Link Campus University, involves academic partners (Aalborg University, University of Bucharest, National University of Ireland Maynooth, University of Algarve) and organizations/associations/institutions working in the field of education (Fondazione Hallgarten-Franchetti - Centro Studi Villa Montesca, Center for Educational Initiatives, Capacity Ireland, the Maltese Ministry of Education, Research, Innovation, Youth and Sport).

Marica Spalletta is the project's principal investigator.

Follow the GEMINI project on:



<https://gemini.unilink.it>



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[@ResearchGEMINI](#)



[@GEMINIResearchProject](#)



[@gemini-research-project](#)

consortium



principal investigator



MARICA SPALLETTA (Ph.D.) is an associate professor in Sociology of Culture and Communication at the Link Campus University of Rome, where she is scientific manager of Link LAB (Social Research Centre), and member of the Academic Board of the Ph.D. program in “Human Sciences for Innovation, Inclusion & Sustainability”.

Her research focuses on mediatization of cultural products and the agenda processes; the media representation of social issues and the audiences’ perspective; the credibility issue. Over the last twenty years, she has participated and directed several research projects focused on these topics, funded and/or promoted by universities, associations, organizations and institutions (among which: the H2020 research project DETECT-*Detecting Transcultural Identity in European Popular Crime Narratives* and the national interest research project *Media and Terrorism. The impact of communication and digital networks on the perceived insecurity*). Currently, she is serving as principal investigator for the EU research-action project GEMINI-*Gender Equality through Media Investigation and New training Insights* (CERV-2022-GE).

She has authored and/or co-authored about 100 scientific publications, hosted by international and national top-level journals (such as: *Celebrity Studies*, *European Journal of Communication*, *Catalan Journal of Communication and Cultural Studies*, *Mediascapes Journal*, *Comunicazioni sociali*, *Comunicazione Politica*, *Problemi dell’informazione*) and leading publishers (Edinburgh University Press, SAGE, IGI Global, Meltemi, Mimesis, Rubbettino, FrancoAngeli).

about the conference

aims & topics

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 the **GEMINI-SCAPES** conference is to explore how young audiences engage with gender-related issues as portrayed in **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 these cultural products in recent years. Through initiatives such as the Citizens, Equality, Rights and Values Programme (CERV), the EU has employed **audiovisual media** to **challenge stereotypes** and **shift people's attitudes** toward gender-related issues. This approach is also 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 reaching 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. The **GEMINI-SCAPES** conference aims to explore this **multifaceted relationship**, bringing together scholars from various **disciplines** (cultural studies, media studies, television studies, screen studies, gender studies, industry and production studies, audience studies, celebrity studies, and media literacy) and different **socio-cultural contexts**.

board

local host committee

Marica Spalletta | *Principal Investigator GEMINI Project*

Massimiliano Coviello

Maria Elena D'Amelio

Paola De Rosa

Nicola Ferrigni

Valentina Re

Arianna Vergari

scientific committee

Sarah Arnold | *National University of Ireland Maynooth*

Luca Barra | *University of Bologna*

Roberta Bartoletti | *University of Bologna*

Cathrin Bengesser | *Aarhus University*

Marta Boni | *Université de Montréal*

Mihai Coman | *University of Bucharest*

Kim Toft Hansen | *Aalborg University*

Louise Brix Jacobsen | *Aalborg University*

Pia Majbritt Jensen | *Aarhus University*

Nicoletta Marini-Maio | *Dickinson College*

Milla Mineva | *University of Sofia*

Raluca Radu | *University of Bucharest*

patronage

scientific societies



Founded in 1982, the Italian Sociological Association (AIS) is the oldest Italian scientific society in the field of social sciences. It welcomes sociologists of all theoretical and methodological perspectives. The Cultural Processes and Institutions Section (PIC) is particularly interested in communication, art, literature, media and knowledge.



The Consulta Universitaria del Cinema (CUC) brings together scholars in the fields of film, photography, radio, television and digital media. Founded in 1990, it aims to promote, support and coordinate scientific and cultural initiatives aimed at expanding and strengthening the presence of cinema and audiovisual disciplines in Italian universities.



The Italian Scientific Society. Sociology, Culture, Communication (SISCC) was founded in 2017 on the initiative of a group of Italian sociologists, with the aim of creating a free space to deepen and disseminate knowledge related to culture and communication processes.

keynote speakers & discussants

keynote speakers



DANIELLE HIPKINS is a professor of Italian Studies and Film at the University of Exeter.

She has written widely on gender representation in postwar Italian cinema, and published *Italy's Other Women: Gender and Prostitution in Postwar Italian Cinema, 1940-1965* (Peter Lang, 2016). She was also co-editor of *Prostitution and Sex Work in Global Cinema* (Palgrave, 2017) with Kate Taylor-Jones. With Daniela Treveri Gennari, Catherine O'Rawe, Silvia Dibeltulo and Sarah Culhane she co-authored *Italian Cinema Audiences: Histories and Memories of Cinema-going in Post-war Italy* (Bloomsbury, 2020).

She recently led the AHRC-funded project *A Girls' Eye-view: Girlhood on the Italian Screen Since the 1950s (2021-2024)* together with Romana Andò (Sapienza University of Rome).



FRANCESCA COMUNELLO is a full professor in the Department of Communication and Social Research, Sapienza University of Rome, where she teaches *Internet and Social Media Studies*, and *Public Sector Communication*.

Her research and publications focus on the intersections between digital technology and society, including digitally mediated social relations, ageing and digital communication, gender and digital platforms, digital media and disaster communication.

She is involved in several research projects and research networks, at an international level, and is experienced in working in multidisciplinary teams, with a focus on emergency and science communication.

Her work has been published in Journals like *New Media and Society*, *Information Communication and Society*, *Media Culture and Society*, *The Sociological Review*, *The Communication Review*, *Ageing and Society*, *American Behavioural Scientist*, and *Violence Against Women*, among others.

Her most recent book (with Simone Mulargia) is *Social Media in Earthquake-Related Communication* (Emerald, 2018).

discussants



LUCA BARRA is a full professor at the University of Bologna, where he teaches *Television and Media Studies*. His research focuses on television production and distribution cultures, comedy and humour TV genres, the international circulation of media products (and their national mediations), the history of Italian television, and the evolution of the contemporary media landscape. He is vice-chair of the ECREA Television Studies section, and member of the NECS steering committee. He is one of the editors-in-chief of *VIEW. Journal of European Television History and Culture* and *Studi culturali*.



PIA MAJBRITT JENSEN is an associate professor at the Department of Media Studies and Journalism at Aarhus University, Denmark. An audience, industry, and production scholar, current research includes an Independent Research Fund Denmark project on the production and reception of audiovisual fiction for children. She has published widely and co-edited *New Patterns in Global TV Formats* (2016), *The Global Audiences of Danish TV Drama* (2020), *Danish TV Drama: Global Lessons from a Small Nation* (2020), and *Audiovisual Content for Children and Adolescents in Scandinavia* (2023).



NICOLETTA MARINI-MAIO is a professor of Italian and Film Studies, and John J. and Ann Conser Curley Chair in Global Education at Dickinson College, USA. Her research centres on the intersections between media, politics, cultural studies, gender studies, and feminist and postfeminist theories. With Ellen Nerenberg, she is co-author of *La nazione Winx: Educare la futura consumista* (Rubbettino, forthcoming). Her publications include *A Very Seductive Body Politics: Silvio Berlusconi in Cinema* (Mimesis); articles and book chapters on the representation of the years of lead in Italian film and theatre, coming-of-age in Italian film, auteur cinema, acting, and the Decamerotici; and pedagogical volumes on teaching foreign languages and culture through theatre and performance. She is founder of *gender/sexuality/italy*, an academic journal on politics of gender and sexuality in Italian culture. She is Vice President of the American Association for Italian Studies (AAIS).



ANNA LISA TOTA is Vice-Rector of the Roma Tre University, delegate for the coordination of Third Mission activities, full professor in Sociology of Culture and Communication at the Department FILCOSPE where she teaches *Art Sociology*, *Communication Sociology* and *Music Sociology*. Past President (2014-2017) of the Section “Processes and Cultural Institutions” of the Italian Association of Sociology (AIS). Past Chair of the Research Network “Sociology of culture” (2009-2011) and the Research Network “Sociology of the Arts” (20021-2003) of the European Sociological Association (ESA). From 1999 to 2001 she was Chairman of the Ministerial Committee “Gender, generation, cultural differences” established by the Equal Opportunities Minister Laura Balbo. She has done extensively research on public memories of the victims of the Italian terrorist attacks, on memory studies, museums, music, arts and gender studies.

general programme

THURSDAY

10 APRIL

09.00 – 09.30

PARTICIPANTS' REGISTRATION

San Pio V Manor, Tree Room | *ground floor*

09.30 – 10.00

OPENING SESSION

San Pio V Manor, Old Library | *ground floor*

GREETINGS

Elisabetta Mantuano, Rector's Delegate for Research

Roberta Paltrinieri, PIC-AIS President

Giacomo Manzoli, CUC President

Cathrin Bengesser, ECREA Television Studies Chair

INTRODUCTION

Marica Spalletta, GEMINI Principal Investigator

10.00 – 11.30

PLENARY SESSION

San Pio V Manor, Old Library | *ground floor*

KEYNOTE SPEAKER

Danielle Hipkins, University of Exeter

***"WE'RE ALL GOOD AT SAYING 'GIRL POWER'":
TEEN FILM AND TELEVISION AS FEMINIST
ENVOICING AND EMBODIMENT***

DISCUSSANTS

Luca Barra, University of Bologna

Anna Lisa Tota, Roma Tre University

CHAIR

Maria Elena D'Amelio, University of San Marino

11.30 – 12.00

COFFEE BREAK & NETWORKING

Garden, Small Gazebo

12.00 – 13.30

PARALLEL SESSIONS

Romagnoli Building

AUDIENCES | GENDER EQUALITY | IDENTITIES | TEEN | WOKEIT

THURSDAY

10 APRIL

13.30 – 14.30

LIGHT LUNCH & NETWORKING

Garden, Small Gazebo

14.30 – 16.00

PLENARY SESSION

San Pio V Manor, Old Library | *ground floor*

KEYNOTE SPEAKER

Francesca Comunello, Sapienza University of Rome

**TOWARDS ADOLESCENT-CENTRIC RESEARCH:
CONFRONTING DIGITAL AGEISM
THROUGH YOUTH-CENTRED INQUIRY
INTO GENDERED ONLINE EVERYDAY PRACTICES**

DISCUSSANTS

Pia Majbritt Jensen, Aarhus University

Nicoletta Marini-Maio, Dickinson College

CHAIR

Kim Toft Hansen, Aalborg University

16.00 – 16.30

COFFEE BREAK & NETWORKING

Garden, Small Gazebo

16.30 – 18.00

PARALLEL SESSIONS

Romagnoli Building

ACTIVISM | E|QUALITY | INCLUSION

PRODUCTION & DISTRIBUTION | SEXUALITIES

18.30 – 21.00

HAPPY HOUR & NETWORKING

Garden, Gazebo

FRIDAY
11 APRIL

08.30 – 09.00

PARTICIPANTS' REGISTRATION

San Pio V Manor, Tree Room | *ground floor*

09.00 – 10.30

PARALLEL SESSIONS

Romagnoli Building

(G)LOCALITY | MEDIA LITERACY | MOTHERHOOD
STEREOTYPES | VIOLENCE

10.30 – 11.00

COFFEE BREAK & NETWORKING

Garden, Small Gazebo

11.00 – 12.30

ROUND TABLE

San Pio V Manor, Old Library | *ground floor*

***FROM PRODUCTION TO STREAMING:
WHAT CHALLENGES FOR GENDER REPRESENTATION
AND EUROPEAN YOUNG ADULTS IN SERIAL DRAMAS?***

DISCUSSANTS

Luca Barra, University of Bologna

Ludovico Bessegato, Director

Laura Cocciolo, Banijay

Domizia De Rosa, WIFTM Italy

Kim Toft Hansen, Aalborg University

Valeria Manieri, Le Contemporanee

CHAIR

Valentina Re, Link Campus University

FRIDAY
11 APRIL

12.30 – 13.30

CONTEST AWARD CEREMONY

San Pio V Manor, Old Library | *ground floor*

INTRODUCTION

Fabrizio Boldrini, Fondazione Hallgarten-Franchetti
Centro Studi Villa Montesca

Nicola Ferrigni, University of Tuscia and “Generazione
Proteo” Observatory

PILOTING EXPERIENCES

Daniel Smith, Capacity Ireland

Tzvetan Tzvetanski, Central Europe Initiative

WINNER'S ANNOUNCEMENT

Massimiliano Coviello, Link Campus University, President
of the International Jury

Alfredo Federico, Producer, Jury Member

Valentina Gueorguieva, University of Sofia, Jury Member

FINAL REMARKS

Marica Spalletta, GEMINI Principal Investigator

CHAIR

Paola De Rosa, Link Campus University

13.30 – 14.30

LIGHT LUNCH & FINAL GREETINGS

Garden, Small Gazebo

parallel sessions

THURSDAY
10 APRIL
12.00-13.30

AUDIENCES

Romagnoli Building, Room 3 | *ground floor*

CHAIR

Roberta Bartoletti, University of Bologna

PAPERS

BETWEEN NORMALISATION AND MINIMAL EFFECTS: GENDER ISSUES AND SERIAL DRAMAS THROUGH THE LENS OF EUROPEAN YOUNG AUDIENCES

Paola De Rosa [Link Campus University], Louise Brix Jacobsen and Kim Toft Hansen [Aalborg University], Izzy Fox [Maynooth University/Dublin City University], Nicoleta Talpeş [University of Bucharest]

GENDER AND MEDIA REPRESENTATION IN THE “LONG TAIL” OF MEMORY AND IMAGINARIES

Silvia Leonzi, Giovanni Ciofalo and Lorenzo Ugolini [Sapienza University of Rome]

PATTERNS OF INDIVIDUALIZATION IN DANISH CHILDREN’S AND YOUNG ADULTS’ CONSUMPTION OF AND TASTE IN FILMS AND SERIES

Cathrin Bengesser and Pia Majbritt Jensen [Aarhus University]

WHOSE SIDE ARE YOU ON? TEEN DRAMA BETWEEN MAINSTREAM AND BOLD REPRESENTATIONS

Chiara Checcaglini [University of Urbino “Carlo Bo”]

GENDER EQUALITY

Romagnoli Building, Room 4 | *ground floor*

CHAIR

Arianna Vergari, Link Campus University

PAPERS

BRIDGING THE GAP: TACKLING GENDER INEQUALITY IN HIGHER EDUCATION

Joana Vieira dos Santos, Alexandre Condeças, Tiago Sobral, Jean-Christophe Giger, Alexandra Gomes, Sérgio Vieira and Alexandra Teodósio [University of Algarve]

SEXISM IN SCIENCE: PARALLELS BETWEEN “LESSONS IN CHEMISTRY” AND GENDER INEQUALITY IN PORTUGUESE UNIVERSITIES

Haphisa Souza Mugnaini [University of Beira Interior]

NEW GIRLS: DIVERSITY, SISTERHOOD AND COMEDY IN “FÁCIL”

Laura Ysabella Hernández García [University of Calabria]

INCLUSION AND PREVENTION OF GENDER INEQUALITIES IN MEDIA: AN ANALYSIS OF NARRATIVE STRATEGIES IN SERIAL DRAMAS

Riccardo Sebastiani, Sara Pellegrini and Riccardo Mancini [Link Campus University]

THURSDAY

10 APRIL

12.00-13.30

IDENTITIES

Romagnoli Building, Room 13 | *second floor*

CHAIR

Ilaria A. De Pascalis, Roma Tre University

PAPERS

«SEI UN MITO PER ME!». ADOLESCENCE, NERD CULTURE, AND MASCULINE IDENTITY IN TV SERIES “HANNO UCCISO L’UOMO RAGNO”

Mario Tirino [University of Salerno]

“PRISMA”: FLUID IDENTITIES AND MARKETING DYNAMICS IN AN ITALIAN DRAMA SERIES

Greta Delpanno [University of Montréal and University of Bologna],

Veronica Innocenti [University of Bologna]

GENDER NARRATIVES AND SERIAL PRODUCTION: THE CASE OF THE TV-SERIES “NUDES”

Ariela Mortara [IULM University], Geraldina Roberti [Sapienza University of Rome]

REPRESENTATION OF IDENTITIES IN “ETHOS”: AN INTER-SECTIONAL ANALYSIS OF TURKEY

Orkide Izci and Giulia Allegrini [University of Bologna]

TEEN

Romagnoli Building, Room L | *second floor*

CHAIR

Raluca Radu, University of Bucharest

PAPERS

GENDER, INTIMACY, AND DIGITAL PRACTICES: INSIGHTS INTO ITALIAN TEENAGERS’ EXPERIENCES

Francesca Comunello and Lorenza Parisi [Sapienza University of Rome], Cosimo Marco Scarcelli [University of Padova]

NOT LIKE OTHER GIRLS-SYNDROME? IN SEARCH OF DIVERSITY IN THE REPRESENTATION OF GIRLS IN DUTCH FICTION YOUTH TV SERIES & FILMS (2019-2023)

Sandra Becker [Utrecht University]

ESCAPE FROM THE STREETS: THE SOCIAL WITHDRAWAL OF ADOLESCENTS IN TEEN DRAMAS OF THE LAST DECADE

Emiliano Ilardi [University of Cagliari], Alessio Ceccherelli [Link Campus University]

EMOTIONS AND NARRATIVES IN TV SERIES: IMPACT ON YOUNG AUDIENCES

Andrzej Meler and Beata Króllicka [Nicolaus Copernicus University]

THURSDAY

10 APRIL

12.00-13.30

WOKEIT

Romagnoli Building, Room 18 | *second floor*

CHAIR

Paola Brembilla, University of Bologna

PAPERS

NEW GIRL(HOOD). DIVERSITY, INCLUSION, AND GENERATIONAL AUDIENCES IN RAI'S TV SERIES

Paola Brembilla and Stefano Guerini Rocco [University of Bologna]

TO WHOM DIVERSITY MATTERS. UNDERSTANDING THE RELEVANCE OF DIVERSITY AMONG YOUNG AUDIENCES

Pierandrea Villa [University of Urbino "Carlo Bo"]

EDUCATIONAL TOOLS FOR INCLUSION AND DIVERSITY IN RAI'S TV SERIES: COMPARING TWO MEDIA EDUCATION WORKSHOPS

Massimiliano Coviello [Link Campus University]



THURSDAY

10 APRIL

16.30-18.00

ACTIVISM

Romagnoli Building, Room 3 | *ground floor*

CHAIR

Lorenza Parisi, Sapienza University of Rome

PAPERS

COMMUNICATING GENDER: ON GEMINI AS A EUROPEAN CULTURAL COUNTER-NARRATIVE

Kim Toft Hansen [Aalborg University]

SCREENING EQUALITY. THE AUDIOVISUAL TURN IN THE PUBLIC SECTOR GENDER-SENSITIVE COMMUNICATION

Lucia D'Ambrosi [Sapienza University of Rome], Camilla Folena [University of Urbino "Carlo Bo"], Paola De Rosa [Link Campus University]

CELEBRITY, TEEN DRAMA AND GENDER ISSUES, BETWEEN FICTION AND REAL LIFE: THE CASE OF "EUPHORIA" STARDOM

Simona Castellano [University of Salerno]

HASHTAGS, HOMEMAKING, AND HEGEMONY: THE TRADWIFE PHENOMENON ON INSTAGRAM

Piergiorgio Degli Esposti [University of Bologna]

THURSDAY

10 APRIL

16.30-18.00

EQUALITY

Romagnoli Building, Room 4 | *ground floor*

CHAIR

Mariagrazia Fanchi, Catholic University of the Sacred Heart

PAPERS

MAPPING GENDER EQUITY IN ITALIAN FILM PRODUCTION NETWORKS: A QUANTITATIVE ANALYSIS (2000–2023)

Mariagrazia Fanchi and Valerio Moccia [Catholic University of the Sacred Heart]

PREDICTING THE SPEAKING TIME OF FEMALE CHARACTERS IN ITALIAN FICTION

Lorenzo Cattani and Veronica Innocenti [University of Bologna]

WOMEN OFF-SCREEN: A DATA-DRIVEN ANALYSIS OF GENDER INEQUALITIES IN ITALIAN TV SERIAL PRODUCTION (2000-2023)

Greta Iapalucci and Guglielmo Pescatore [University of Bologna]

INCLUSION

Romagnoli Building, Room 13 | *second floor*

CHAIR

Silvia Leonzi, Sapienza University of Rome

PAPERS

GENDER DIVERSITY REVALUED: A COMPARISON OF THE IMPLEMENTATION OF THE AVMSD IN LITHUANIA, SPAIN, AND SWEDEN IN TERMS OF DIVERSITY AND GENDER EQUALITY

Ángela Rivera-Izquierdo [University of Granada], Lina Kaminskaitė-Jančorienė [National Film School LMTA], Jono Van Belle [Örebro University]

MISSING WORDS IN TV SERIES. ABOUT MIS(S)REPRESENTATION IN TV SERIES IN ENGLISH

Sonia Maria Melchiorre [University of Tuscia]

BEYOND “THE QUEEN’S GAMBIT”: GENDER, IDENTITY, AND INCLUSIVITY IN THE ITALIAN CHESS COMMUNITY

Oscar Ricci [University of Milano-Bicocca]

DECONSTRUCTING DIVERSITY IN ITALIAN SERIAL DRAMAS: THE ENHANCED VALUE OF A MIXED METHODS APPROACH

Valentina Re and Marica Spalletta [Link Campus University]

THURSDAY
10 APRIL
16.30-18.00

PRODUCTION & DISTRIBUTION

Romagnoli Building, Room 18 | *second floor*

CHAIR

Cathrin Bengesser, Aarhus University

PAPERS

CASTING GENDER: THE ROLE OF THE CASTING DIRECTOR IN “MARE FUORI” AND “SEX EDUCATION”

Maria Elena D’Amelio [University of San Marino]

FRENCH *BANLIEUES* AND FEMALE IDENTITIES ON-SCREEN. UNDERSTANDING THE PHENOMENON THROUGH PRODUCTION, REPRESENTATION AND RECEPTION

Marine Malet [University of Bergen]

ADDRESSING GENDER-BASED HARMS IN THE PLATFORM ERA: EUROPEAN REGULATORY APPROACHES TO PROTECT UNDER-AGE MEDIA USERS

Adriana Mutu [ESIC Business & Marketing School Barcelona]

GENDER ISSUES AND SERIAL DRAMA PRODUCTION IN IRELAND: THE PERSPECTIVE OF CREATIVE MEDIA PROFESSIONALS

Izzy Fox [National University of Ireland Maynooth/Dublin City University]

SEXUALITIES

Romagnoli Building, Room L | *second floor*

CHAIR

Cosimo Marco Scarcelli, University of Padova

PAPERS

FIXING THE BI+ CANON. HOW FANS ARE COUNTERING BI-ERASURE IN “UN PROFESSORE”

Lucia Tralli [The American University of Rome]

GENDER AND Z GENERATION: ANALYSIS AND CATEGORIES OF QUEER CHARACTERS IN CONTEMPORARY SERIALITIES

Alfonso Amendola and Martina Masullo [University of Salerno]

HORROR IS QUEER. “AMERICAN HORROR STORY” AND THE TRIUMPH OF BAD TASTE

Leonardo Magnante [University of Rome “Tor Vergata”]

BETWEEN STEREOTYPES, AWKWARDNESS, AND QUEER UTOPIA: SERIAL UNCERTAINTY AND THE PROCESS OF GROWING UP

Marta Boni [University of Montréal]

FRIDAY
11 APRIL
09.00-10.30

(G)LOCALITY

Romagnoli Building, Room 3 | *ground floor*

CHAIR

Massimiliano Coviello, Link Campus University

PAPERS

VARIATIONS ON A (GENDER) THEME. "SKAM" AND THE DIFFERENT LOCAL VERSIONS OF A COMING OUT

Angela Maiello [University of Calabria]

TRANSNATIONAL DIFFERENCES: THE REPRESENTATION OF LGBTQIA+ TEENS IN "SKAM"

Ilaria A. De Pascalis [Roma Tre University]

IDEALISM, REALISM OR SOMETHING ELSE. ROMANIAN TEENAGERS AND GENDER IN FOREIGN SERIAL DRAMA

Mihai Coman and Anamaria Sasu [University of Bucharest]

STREAMING GENDER: TRANSNATIONAL TALES OF NON-WESTERN DRAMAS ON NETFLIX

Camilla Folena and Valeria Donato [University of Urbino "Carlo Bo"]

MEDIA LITERACY

Romagnoli Building, Room 4 | *ground floor*

CHAIR

Nicoletta Marini-Maio, Dickinson College

PAPERS

DIFFERENT SOCIAL REALITIES, SIMILAR CHALLENGES IN FOUR EUROPEAN COUNTRIES: HIGH SCHOOL TEACHERS PERCEPTIONS ON USING SERIAL DRAMAS TO TEACH GENDER EQUALITY

Raluca Radu [University of Bucharest], Paola De Rosa [Link Campus University], Izzy Fox [Maynooth University/Dublin City University], Kim Toft Hansen and Louise Brix Jacobsen [Aalborg University]

PLAYING (ON THE COUCH) WITH IDENTITY. LEARNING GENDER ROLES THROUGH NETFLIX AND BEYOND

Simona Tirocchi [University of Turin]

EDUCATION AND INCLUSION: THE USE OF WORDS AND BEST PRACTICES IN SERIAL NARRATIVES AS A TOOL FOR PREVENTING INEQUALITIES

Sara Pellegrini, Riccardo Mancini and Riccardo Sebastiani [Link Campus University]

GEMINI EDUCATIONAL TOOLKIT: AN INTERACTIVE DIGITAL PLATFORM FOR APPROACHING GENDER ISSUES IN SERIAL DRAMAS

Fabrizio Boldrini and Maria Rita Bracchini [Fondazione Centro Studi Villa Montesca], Massimiliano Coviello [Link Campus University], Antonio Opromolla [University of L'Aquila]

FRIDAY

11 APRIL

09.00-10.30

MOTHERHOOD

Romagnoli Building, Room 13 | *second floor*

CHAIR

Veronica Innocenti, University of Bologna

PAPERS

MOTHER BY NATURE. MEDIA REPRESENTATION OF MOTHERHOOD AND FEMALE IDENTITY

Marina Brancato [Academy of Fine Arts of Florence], Silvia Pezzoli [University of Florence]

FROM CONFLICT TO CONNECTION. THE CHANGING DYNAMICS OF MOTHERS AND DAUGHTERS IN CINEMA AND TV

Romana Andò [Sapienza University of Rome]

MATRIARCH. THE FEMALE DOUBLE IN "L'AMICA GENIALE", BETWEEN ANCESTRAL ROOTS AND EXPERIENCES OF FREEDOM

Guerino Nuccio Bovalino [Université Paul Valéry de Montpellier]

MOTHERS IN CRIME. THE REPRESENTATION OF MOTHERHOOD IN THE ITALIAN TEEN DRAMA "MARE FUORI"

Maria Elena D'Amelio [University of San Marino], Marica Spalletta [Link Campus University]

STEREOTYPES

Romagnoli Building, Room L | *second floor*

CHAIR

Lucia Tralli, The American University of Rome

PAPERS

GENDER IN PRESCHOOL CARTOONS BETWEEN SIMPLIFICATION AND STEREOTYPING: THE 'TOON GAZE' RESEARCH AND THE CASE OF "BLUEY"

Silvia Leonzi, Giovanni Ciofalo and Lorenzo Ugolini [Sapienza University of Rome]

«LO PUOI DIRE, NON È UN'OFFESA»: DIVERSITY AS DEPRIVATION OR SUPERPOWER IN "BLANCA" (2021-)

Arianna Vergari [Link Campus University]

BEYOND THE RAINBOW: DECONSTRUCTING STEREOTYPES AND REDEFINING IDENTITIES IN CONTEMPORARY SERIES

Daniel Augusto de Souza [University of Beira Interior]

PRIME TEENS: AMAZON PRIME ITALY STUMBLING ITS WAY TOWARDS AN ITALIAN TEEN DRAMA

Gianluigi Rossini [University of Chieti-Pescara]

FRIDAY

11 APRIL

09.00-10.30

VIOLENCE

Romagnoli Building, Room 18 | *second floor*

CHAIR

Louise Brix Jacobsen, Aalborg University

PAPERS

“THE YOUNG BEYOND”: DIVERSITY, VIOLENCE AND SOCIAL REINTEGRATION, BETWEEN REPRESENTATION AND REALITY

Nicola Ferrigni [University of Tuscia], Paola De Rosa [Link Campus University]

TEEN DRAMA AS A VEHICLE TO REPRESENT AND TALK ABOUT CYBER-VIOLENCE AGAINST WOMEN AND GIRLS (CYBER-VAWG)

Antonella Mascio [University of Bologna]

THE DARK SIDE OF THE MOON. VIOLENCE AGAINST WOMEN IN ITALIAN AUDIOVISUALS BETWEEN SERIALIZATION OF INFORMATION AND TV SERIES: TOPICS, PERSONS, NARRATIVE PATTERNS AND AUDIENCES OF FEMICIDE CASES

Mihaela Gavrilă [Sapienza University of Rome]

MEDIA REPRESENTATION OF INTIMATE PARTNER CRIMES: A THEMATIC ANALYSIS OF TELEVISION BROADCAST NARRATIVES

Eugenio De Gregorio [Link Campus University], Lorenza Tiberio [Roma Tre University]

name index

alphabetical order

- Allegrini, Giulia | 29
Amendola, Alfonso | 32
Andò, Romana | 34
Arnold, Sarah | 14
- Barra, Luca | 14, 20, 23, 25
Bartoletti, Roberta | 14, 28
Becker, Sandra | 29
Bengesser, Cathrin | 14, 23, 28, 32
Bessegato, Ludovico | 25
Boldrini, Fabrizio | 26, 33
Boni, Marta | 14, 32
Bovalino, Guerino Nuccio | 34
Bracchini, Maria Rita | 33
Brancato, Marina | 34
Brembilla, Paola | 30^[2]
- Castellano, Simona | 30
Cattani, Lorenzo | 31
Ceccherelli, Alessio | 29
Checcaglini, Chiara | 28
Ciofalo, Giovanni | 28, 34
Cocciolo, Laura | 25
Condeças, Alexandre | 28
Coman, Mihai | 14, 33
Comunello, Francesca | 19, 24, 29
Coviello, Massimiliano | 13, 26, 30, 33^[2]
- D'Ambrosi, Lucia | 30
D'Amelio, Maria Elena | 13, 23, 32, 34
De Gregorio, Eugenio | 35
De Pascalis, Ilaria A. | 29, 33
De Rosa, Domizia | 25
De Rosa, Paola | 13, 26, 28, 30, 33, 35
Degli Esposti, Piergiorgio | 30
Delpanno, Greta | 29
Donato, Valeria | 33
- Fanchi, Mariagrazia | 31^[2]
Federico, Alfredo | 26
Ferrigni, Nicola | 13, 26, 35
Folena, Camilla | 30, 33
Fox, Izzy | 28, 32, 33
- Gavrila, Mihaela | 35
Giger, Jean-Christophe | 28
Gomes, Alexandra | 28
Gueorguieva, Valentina | 26
Guerini Rocco, Stefano | 30
- Hansen, Kim Toft | 14, 24, 25, 28, 30, 33
Hipkins, Danielle | 18, 23
Hernández García, Laura Ysabella | 28
- Iapalucci, Greta | 31
Ilardi, Emiliano | 29

Innocenti, Veronica | 29, 31, 34
Izci, Orkide | 29

Jacobsen, Louise Brix | 14, 28, 33, 35
Jensen, Pia Majbritt | 14, 20, 24, 28

Kaminskaitė-Jančorienė, Lina | 31
Królicka, Beata | 29

Leonzi, Silvia | 28, 31, 34

Magnante, Leonardo | 32
Maiello, Angela | 33
Malet, Marine | 32
Mancini, Riccardo | 28, 33
Manieri, Valeria | 25
Manzoli, Giacomo | 23
Marini-Maio, Nicoletta | 14, 21, 24, 33
Mascio, Antonella | 35
Masullo, Martina | 32
Melchiorre, Sonia Maria | 31
Meler, Andrzej | 29
Mineva, Milla | 14
Moccia, Valerio | 31
Mortara, Ariela | 29
Mutu, Adriana | 32

Opromolla, Antonio | 33

Paltrinieri, Roberta | 23
Parisi, Lorenza | 29, 30
Pellegrini, Sara | 28, 33
Pescatore, Guglielmo | 31
Pezzoli, Silvia | 34

Radu, Raluca | 14, 29, 33
Re, Valentina | 13, 25, 31
Ricci, Oscar | 31
Rivera-Izquierdo, Ángela | 31

Roberti, Geraldina | 29
Rossini, Gianluigi | 34

Sasu, Anamaria | 33
Scarcelli, Cosimo Marco | 29, 32
Sebastiani, Riccardo | 28, 33
Smith, Daniel | 26
Sobral, Tiago | 28
Souza, Daniel Augusto (de) | 34
Souza Mugnaini, Haphisa | 28
Spalletta, Marica | 6, 8, 13, 23, 26, 31, 34

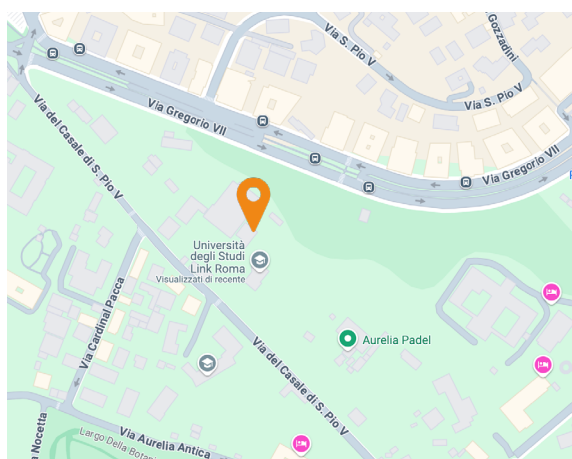
Talpeş, Nicoleta | 28
Teodósio, Alexandra | 28
Tiberio, Lorenza | 35
Tirino, Mario | 29
Tirocchi, Simona | 33
Tota, Anna Lisa | 21, 23
Tralli, Lucia | 32, 34
Tzvetanski, Tzvetan | 32,

Ugolini, Lorenzo | 28, 34

Van Belle, Jono | 31
Vergari, Arianna | 13, 28, 34
Vieira, Sérgio | 28
Vieira dos Santos, Joana | 28
Villa, Pierandrea | 30

venue

how to get there



VENUE

Link Campus University
00165 Rome [Italy]

*Driveway & Pedestrian
Entrance*

Via del Casale di San Pio V, 44

Only Pedestrian Entrance
Via Gregorio VII, 601

PUBLIC TRANSPORT

Metro station: **CORNELIA** [Line A] (+ a ten-minute walk away)

Bus stop: **GREGORIO VII/VILLA CARPEGNA** [Lines: 791, 881, 916, 98, 247]
(In front of the Gregorio VII pedestrian entrance)

All Metrobus tickets are valid on buses, metro and tram.

*Metrobus tickets are available from ticket machines in metro stations,
any newsstand, kiosk, or bar that is licensed to sell cigarettes.*

Tickets can be also purchased on board by credit card.

BY TRAIN

From Termini Station:

- By bus [to the Conference venue]: Lines 40 or 64 to Santo Spirito + Lines 916, 881 or 98 to Gregorio VII/Villa Carpegna
- By metro [to the Conference venue]: Line A to Cornelia

From Tiburtina Station:

- By bus [to the Conference venue]: Line 490 to Irnerio (+ a ten-minute walk away)
- By metro [to the Conference venue]: Line B to Termini Station + Line A to Cornelia (+ a ten-minute walk away)

BY AIR

From Fiumicino Airport:

- By train [to Termini Station]: Leonardo express
Departures: every 30 minutes | Travel time: 30 minutes
- By bus [to Termini Station]: Terravision
Departures: every 30 minutes | Travel time: 55 minutes
- By bus [to the Conference venue]: SIT Shuttle (bus stop: Circonvallazione Aurelia)
Departures: every 30 minutes | Travel time: 55 minutes

From Ciampino Airport:

- By bus [to Termini Station]: Terravision
Departures: every 30 minutes | Travel time: 55 minutes

From both Airports:

- By taxi:
Taxi service is available at Arrivals Terminals areas. Authorized Taxi vehicles are white with a "TAXI" sign on the roof. The symbol of the Municipality of reference is fixed to the front doors and the licence number is on the doors, on the back and inside the vehicle.

BY CAR

The venue is accessible via the pedestrian and driveway entrance located in via del Casale di San Pio V 44.

The campus has a large parking area available for attendees.

ON FOOT

The venue is accessible on foot also by the pedestrian entrance located in via Gregorio VII 601.



PEDESTRIAN Entrance

Via Giuseppe

SAN PIO V MANOR

ROMAGNOLI BUILDING

Via del Casale di San Pio V

PEDESTRIAN and DRIVEWAY Entrance



SMALL GAZEBO
(Coffee Break & Light Lunch)



OLD LIBRARY
(Plenary Sessions)



GAZEBO
(Happy Hour)



TREE ROOM
(Conference Registration)



PARKING AREA



ROOMS
(Parallel Sessions)