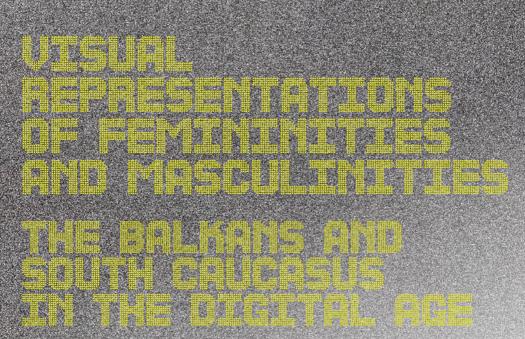
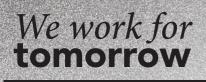
W O R K S H O P 12 – 13 March 2020

SZ 15.21, RESOWI-Zentrum, Universitätsstrasse 15, Bauteil A2 8010 Graz – Austria **Dimensions of** Europeanization

> Field of Excellence University of Graz







VISUAL REPRESENTATIONS OF MASCULINITIES AND FEMININITIES: THE BALKANS AND SOUTH CAUCASUS IN THE DIGITAL AGE

After decades of turbulent transitions of gender relations, gender roles in the Balkans and in South Caucasia have become more stable compared to two or three decades ago. After a period of "re-traditionalisation", a turn towards more balanced gender relations and increasing acceptance of LGBT people has become discernible. Not only gender roles and relations are being renegotiated, but also femininities and masculinities.

The construction of idealised femininities and masculinities is strongly associated with their ideal visual representations on TV, in popular magazines and all kinds of advertisements, with commercial exploitation, religious morals, global trends and more. Do such images have the power to eventually become social reality? Or have they already become social reality?

PROGRAMME

THURSDAY MARCH 12, 2020

17:00-17:15 Opening Martin Polaschek (Rector, University of Graz) Irmtraud Fischer (Coordinator of the Cluster "Gender", Research Network "Heterogeneity and Cohesion", University of Graz) Michael Walter (Dean of the Faculty of Humanities, University of Graz)

17:15-19:00 Opening Lecture and Discussion Karl Kaser (University of Graz, History):

Visual Representations of Femininities and Masculinities – The Balkans and South Caucasus in the Digital Age

FRIDAY MARCH 13, 2020

10:00-10:15 Opening

10:15-12:15

Panel 1: Stereotypes in Advertising

Chair: Johanna Rolshoven (Cultural Anthropology & European Ethnology, University of Graz)

Elza Ibroscheva

(Southern Illinois University Edwardsville, USA): From Socialist Amazons to Bodies on Full Display: A Cultural History of Gender Stereotypes in Bulgarian Advertising during Socialism and the Post-Socialist Transition

Eirini Tsichla

(University of Western Macedonia, Kastoria, Greece): The Changing Roles of Gender in Advertising: Past, Present and Future

Discussion

Heidrun Zettelbauer (History, University of Graz)

Ulrich Ermann

(Geography and Regional Science, University of Graz)

14:00-16:00



Chair:

Florian Bieber

(Southeast European Studies, University of Graz)

Magda Craciun

(University of Bucharest, Romania): Fashionably Veiled Entrepreneurs in Contemporary Turkey: The Burden of Representation

Elife Krasniqi

(History, University of Graz & Alter Habitus Prishtinë, Kosovo): Veiling, Fashion and Class in Kosovo since WWII

Discussion Barbara Derler (History, University of Graz)

Tanja Grabovac (Pastoral Theology & Pastoral Psychology, University of Graz)

16:30-18:30 Panel 3: Femininities and Masculinities on Screen

Chair:

Katharina Scherke (Sociology, University of Graz)

Hasan Gürkan

(Istanbul Arel University, Turkey): The Status of Women as a Topic in the Films of Contemporary Turkish Female Directors

Zumrud Jalilova Hutton

(Gender Equality Consultant, Baku, Azerbaijan): Traditional Gender Roles Enacted

by Men and Women in Azerbaijani Cinema and Television

Discussion

Dagmar Gramshammer-Hohl (Slavistics, University of Graz)

Klaus Rieser

(American Studies, University of Graz)

Getting here:

Please use public transport to get here.

The accessibility by public transport to the event location can be found at:

- map of campus online:
- campusplan.uni-graz.at
- Graz Linien timetables:
- www.holding-graz.at/graz-linien/fahrplaene/fahrplaene.html Line overview of the Graz Linien: www.holding-graz.at/tickets/fahrplaene/linienuebersicht.html

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www.blacksearegion.eu seeha50.uni-graz.at





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