

Challenging Gendered Media Mis(s)Representations of Women Professionals and Leaders

ESRC Seminar Series Conference

CALL FOR PAPERS

15th June 2017

The Goodenough College, London

London as a hub of media activity provides an ideal setting for debates and discussions about the gendered nature of representations of women professionals and leaders. Following a successful three-year ESRC Seminar Series dedicated to the study, analysis and future research agendas we invite proposals for paper presentations related to this theme. Our intention is to encourage debate, discussion and collaboration related to the study of this subject and the attendant implications for policy and practice.

Media representations of women have a huge impact on how girls and women are viewed and view themselves and on public attitudes about women and women's equality (The Fawcett Society, 2013). The media plays a critical role in society and is a recognized global power: it has the power to shape individuals' realities; provide frameworks for interpretation; reproduce and influence culture; educate; influence politics and policy and effect social change (Mazza and Alvarez, 2000; Elliott, Stead, Mavin and Williams, 2016; Mavin, Elliott, Stead and Williams, 2016). The media represents and shapes the actual behaviour of people, not least in workplaces (Czarniawska and Rhodes, 2006) so is critical in influencing how individuals, and in turn organizations, business networks and communities make sense of and give sense to (Hellgren et al. 2002), women as professionals and leaders. Media representations of women professionals and leaders are often absent or gendered, sexualised and evidenced by contradiction e.g. the championing of women leaders, versus the gendering of women professionals and leaders (e.g. focus on hair, makeup, clothes, children, weight), calling into question their presence and competence. While the UK and European Governments continue to grapple with societal and leader inequalities (Horizon 2020); the lack of women in senior leader roles and the impact of legislative quotas (e.g. Davies, 2011; The EU Justice Commissioner 2013), the media continues to communicate gendered misrepresentations of women professionals and leaders.

In the context of societal concerns about gender equality and social justice, gendered and sexualised media misrepresentations of women in textual and visual forms are increasingly challenged by i) academics from multiple disciplines (e.g. Carter and Steiner, 2004; Gill, 2007; Kelan and Mah, 2013; Mavin, et al, 2010; Ross, 2010; Skalli, 2011; Tienari, et al., 2009); ii) lobbyists (e.g. the Global Media Monitoring Project, The Fawcett Society, The Women's Room, UK Feminista, The National Students' Union) and iii) policy makers (e.g. the European Women's Lobby and UK Women's Business Unit). To date management & business studies media analysis research has taken a primarily theoretical orientation (e.g. Bowring, 2004; Brewis and Warren, 2011) and

remains outside the mainstream. The field recognises that it must build capacity to deliver rigorous research that critiques the power of gendered media misrepresentations (Mavin et al, 2010), overcomes the fragmentation between academia and practice, where existing and new media forms in business and management life are arguably leaving traditional forms of academic inquiry and critique in its wake. To that end we invite papers and roundtable proposals that explore these themes:

1. Gendered Media Misrepresentations: Why do they matter and how do we know?
 - What is the power of gendered media representations?
 - How can we analyse gendered media misrepresentations? How can we draw on, and what can we learn from other disciplines?
 - What is the relationship between gendered media misrepresentations and audience dynamics?
2. Developing Research Capacity for Management & Business Studies: Multidisciplinary theories, methodologies and concepts; analysing media texts and visual methods.
 - What are the approaches from other disciplines can be used to study the representation of women professionals and leaders in the media (print TV, film, social media)?
 - Which textual and visual methods can be applied to develop research capacity?
3. Developing Priority Research Agendas and Maximising Impact'.
 - How do we translate research into practice to challenge and change gendered media misrepresentations of women professionals and leaders in 'broadcast, print and social media'?
 - How do we engage producers, editors, journalists and other stakeholders, including policy makers in these debates to effect change?

We are especially interested in research that focuses on new developments related to the conference themes that have not yet been published or accepted for publication.

Confirmed Speakers

Professor Karen Ashcraft. University of Colorado

Julie Burton. President, Women's Media Center, Washington D.C.

Key Dates

Roundtable proposals and abstract submission deadline: 27th February, 2017. 600 words, excluding references. Please sent your proposal and abstract to Carole.Elliott@roehampton.ac.uk

Notification of abstract acceptance: 31st March, 2017

Registration deadline: 7th April 2017

Deadline for full papers: 22nd May 2017