# Media, Gender and Transition. Formation of Gender Identities.

# Gender and Communication Researchers Conference

# Department of Communication Studies, Faculty of Social Sciences, University of Latvia

**Programme**

**22nd November**

*10.00 – 11.30. Section: Gender in media professions. Section moderator: Vita Zelče, University of Latvia (room 204)*

Artjoms Konohovs, Latvian Radio

Gender factor in media organizations. Case Study of Latvian Radio

Inta Brikše, University of Latvia

Professional identities of local journalists and gender: case study of Latvia

Vita Zelče, Aija Rozenšteine, Olga Proskurova, University of Latvia

Female directors in Soviet Latvian films

Laura Uzule, University of Latvia

Regional journalism in Kurzeme region: professional experience of female journalists

11.30 – 12.00 Coffee break

*12.00 – 13.30 Section: Gender Representations. Section moderator: Inta Brikše, University of Latvia(room 204)*

Barbi Pilvre, University of Tallinn

*Mistra* carpets, *Penguin* ice cream and other stories. On construction of gender order in the advertisements of Estonian film-maker Harry Egipt in late Soviet-early transition period

Marita Zitmane, University of Latvia

Representations of masculinity in advertising in soviet and transitional period. Construction of male consumer

**Klinta Ločmele,** University of Latvia

"The representation of countryside women in newspapers "Diena", "Latvijas Avīze" and magazine "SestDiena" (2008-2012)"

Gita Siliņa, University of Latvia

Popular literature in women’s everyday lives: case study of Vidzeme region (2010-2013)

13.30 – 14.30 Lunch

**14.30. Presentation and media event (room 1)**

Ioana Borza, EIGE

Main findings of report “Advancing gender equality in decision-making in media organisations. Review of the implementation of the Beijing Platform for Action in the EU Member States’.”

Inta Brikše, University of Latvia

Identity and gender in the media management: Latvian findings

16.30. Glass of wine

**23rd November**

*10.00 – 11.30. Section: Gender in history. Section moderator: Barbi Pilvre, University of Tallinn (room 204)*

Marija Semjonova, University of Latvia

Historical genealogy of women's image in Finnish poster art 1939-1943. Gender biases or regularities?

Ineta Lipša, University Turība

Construction of masculinity in the interwar Latvian print media: aspect of sexuality (20-30s of the 20th century)

Didzis Bērziņš, University of Latvia

Women and the holocaust. Gender specific experiences.

Irina Novikova, University of Latvia

Gender Goes to Cold War - 'Soviet woman' in the Post-war American Literature, Films and Media

Laura Ardava, University of Latvia

**"Women Leaders in the Latvian Third Awakening (1986-1991): Discourse Analysis"**

11.30 – 12.00 Coffee break

*12.00 – 13.30 Section: Gender in action. Section moderator: Marita Zitmane, University of Latvia (room 204)*

Inese Vičaka, University of Latvia

Dystopian and post-apocalyptic vision of gender issues form an ecofeminism perspective

Ramona Marinache, University of Bucharest

Gender and *Moto-mobility*: Women, Motorcycles and Risk

Dina Bite, Latvia University of Agriculture

Gender representations in Latvian internet outlets. Analysis of *Delfi.lv, Kasjauns.lv in 2013.*

Guna Spurava, University of Latvia

Does gender matter? Internet use habits of students in Latvia.