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Northumbria hosts seminar to analyse gendered media misrepresentations

Northumbria University, Newcastle will host the second seminar in the 'Challenging Gendered Media Mis(s) Representations of Women Professionals and Leaders' series next month.

The seminar series, funded by the Economic and Social Research Council (ESRC), will be hosted by Newcastle Business School and will focus on 'Analysing Gendered Media Misrepresentations: Multi-disciplinary Methodological Approaches'. It is a collaborative project involving Northumbria, Durham, Lancaster and Bradford Universities.

The series brings together leading international researchers, journalists, lobbyists and those committed to the progress of women professional leaders. Together they will explore, examine and challenge how media shapes and influences the way in which women are constructed as professionals and leaders.

Following the success of the first seminar 'The Power of Gendered Media Representations', the second will discuss the ways that academics from different disciplines have interrogated gendered media representations, their methods of enquiry and the empirical results. The event will also look at the impact these methods have had to date and how these and future studies can be further explored to inform media audiences and challenge gendered misrepresentations.

Professor Sharon Mavin, Professor of Organisation and HRM at Newcastle Business School and key collaborator said: "The seminar series is an important part of current equality initiatives to challenge gender stereotypes and establish social, political and economic equality for women. The media is a powerful messenger of what a leader and professional looks like. Focusing on women's dress, appearance and family situation is no longer acceptable. The seminar at Northumbria will discuss ways of challenging this practice from research and practice perspectives."

Speakers who are attending the event include Professor Elisabeth Kelan from Cranfield School of Management, Dr Rebecca Coleman from Goldsmiths University of London and Professor Liesbet van Zoonen from Loughborough University.

The event will be held on Wednesday 11th March from 9.30-16.00. To book your place, contact Chloe Anson at business.esrcseminars@durham.ac.uk.

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If you have a media enquiry please contact our Media and Communications team at media.communications@northumbria.ac.uk or call [0191 227 4571](tel:01912274571).

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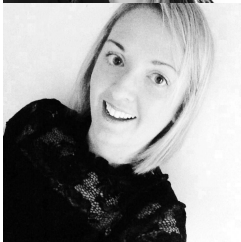


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