Visual Representations of Femininities and Masculinities

The Balkans and South Caucasus in the Digital Age

WORKSHOP

12 – 13 March 2020
SZ 15.21, RESOWI-Zentrum, Universitätsstrasse 15, Bauteil A2
8010 Graz – Austria

Organisation and Contact:
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Getting here:
Please use public transport to get here.
The accessibility by public transport to the event location can be found at:
- campus plan online: campusplan.uni-graz.at
- Graz Linien timetables:
  www.holding-graz.at/graz-linien/fahrplaene.html
- Line overview of the Graz Linien:
  www.holding-graz.at/karte/fahrplanaufkleber.html
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 Caucasus 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):
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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 Ibrovsheva  (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

14:00-16:00  Panel 2: Religion and the Fashion Industry
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

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
Barbara Derler  (History, University of Graz)
Tanja Grabovac  (Pastoral Theology & Pastoral Psychology, University of Graz)
Klaus Rieser  (American Studies, University of Graz)