



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Dipartimento di
Comunicazione ed Economia

Ruggero Ragonese (Unimore)

Diritto, corpo, sessismo

in occasione della “Giornata internazionale per l’eliminazione della violenza contro le donne” (25 novembre), nell’ambito del progetto “GE&PA - Gender Equality & Public Administration. Percorsi di formazione per l’eguaglianza di genere nella Pubblica Amministrazione e nei territori” e in collaborazione con il Laboratorio Genere, Linguaggio e Comunicazione_Digitale (GLIC_D), Unimore

Intervengono

Dott.ssa Cosetta Gardini (Agenzia «Casa Walden Comunicazione»)

Prof.ssa Valeria Giordano (Univ. di Salerno, OGEPO)

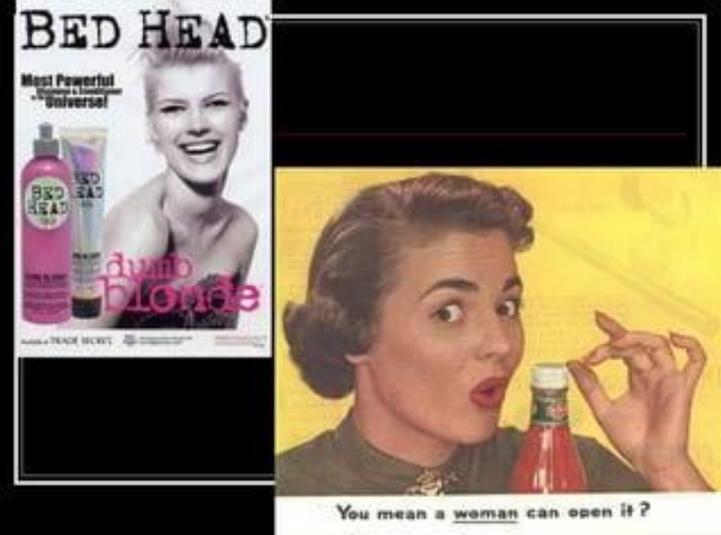
Dr. Ruggero Ragonese (Univ. di Modena e Reggio Emilia)

Il problema non è solo lo spot ma anche la lettura dello spot





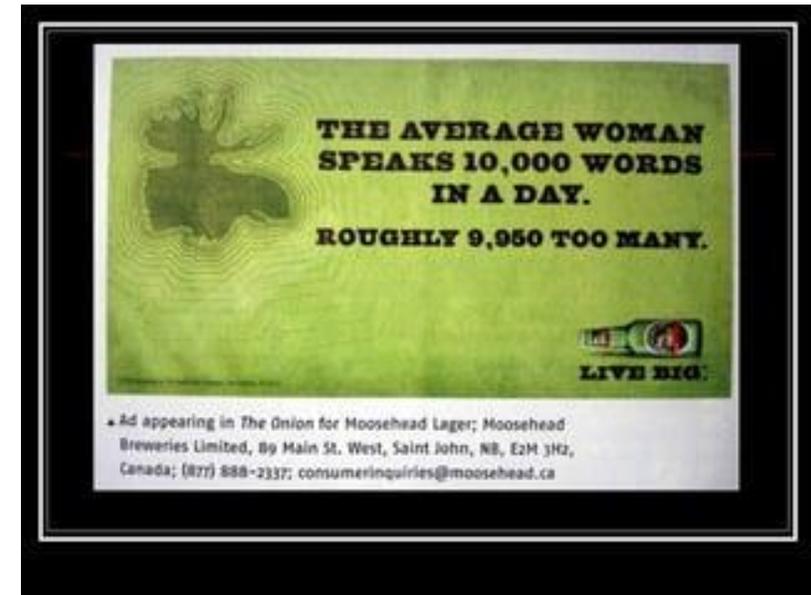
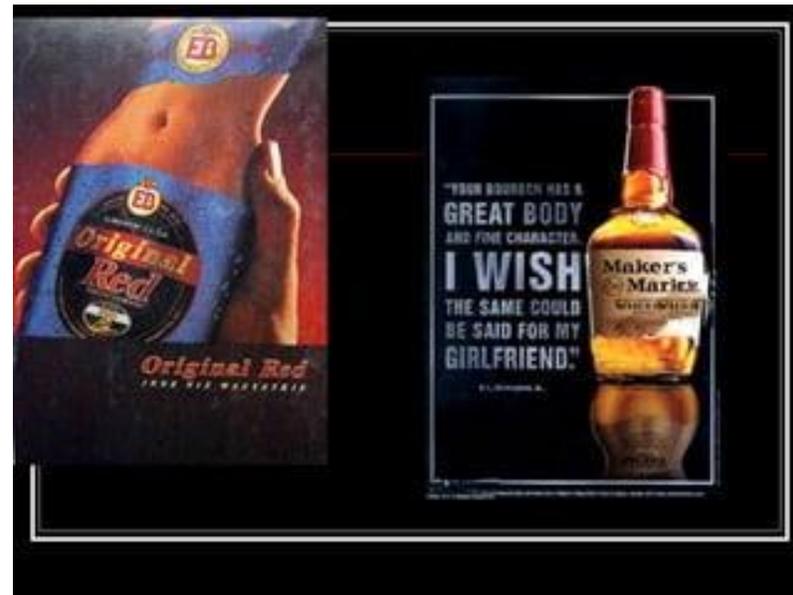
Publicità sessista: una nozione ingenua





Casi limite

Donna oggetto



'Filled with fascinating
and funny insights

PROFESSOR GINA RIMM
author of The Gendered B



Jane Cunningham
& Philippa Roberts

Brandsplaining

Sneaky Sexism

-
- Cunningham e Roberts
 - [‘Brandsplaining: Why Marketing is \(Still\) Sexist and How to Fix It.’](#)

Good Girl

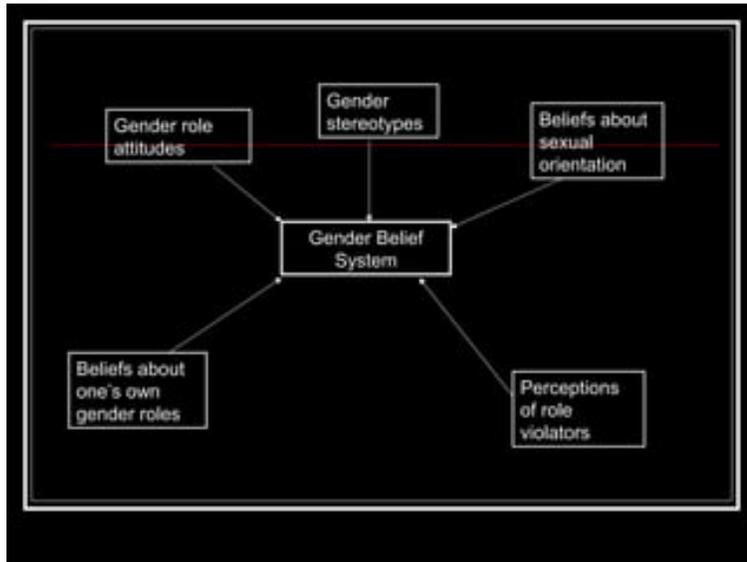




Gli stereotipi di ruolo: la madre



The Golf is electric.



- ### Common Gender Stereotypes: Traits
- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Beliefs about Women <ul style="list-style-type: none"> • Able to devote self to others • Aware of others' feelings • Emotional • Helpful • Gentle • Kind • Understanding • Warm | Beliefs about Men <ul style="list-style-type: none"> • Active • Can make decisions easily • Competitive • Feels superior • Independent • Never gives up easily • Self-confident • Stands up well under pressure |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

- ### Common Gender Stereotypes: Roles
- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Beliefs about Women <ul style="list-style-type: none"> • Cooks the meals • Does the household shopping • Does laundry • Is fashion conscious • Source of emotional support • Takes care of children • Tends the house | Beliefs about Men <ul style="list-style-type: none"> • Assumes financial obligations • Head of household • Financial provider • Leader • Responsible for household repairs • Takes initiative in sexual relations • Watches sports on television |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Da Lindsay, L., 2015, *Gender Roles*, Cook, R., Cusack, S., 2011, *Gender Stereotyping*

Spot e AI

- Ritorno alla semiosfera

THE ULTIMATE TEAM TALK