

LES
**DONES
HI SOM!**



WE ARE WOMEN!

In communication, international relations, public sector management

The Blanquerna Conferences, which the School of Communication and International Relations (FCRI) of the Ramon Llull University has organized since 1995, were created with the goal of bringing students closer to the professional world through conferences, round table discussions and debates in which important individuals from the academic, business or institutional worlds would take part. Since then, more than a thousand guests have collaborated in the education of our students by showing them the reality of the world of communication.

This year, the Conference follows the format implemented two years ago, and the first two days are orientated towards first-year students of all degrees. The third day, organized by different degrees (Audiovisual Communication; Journalism and Corporate Communication; Advertising; Public Relations and Marketing; International Relations; and the incorporation of the new degree in Global Communication Management), is open to all the students of the school.

Women are here, but how?

On its twenty-fifth anniversary, this year the conference focuses on the presence of women in communication, international relations and public sector management. It is clear that we are here, yes, but ... how are we? That is to say, what limits and constraints are there to achieving equality with men, and how can we combat gender discrimination in these different fields. And, furthermore, what contribution do we make? Are we able to launch a new vision that, overcoming androcentrism, sexism and patriarchal jealousy, opens society up to other ways: neighbourliness, tolerance, diversity management.

Harvesting the fruits of our teaching, there is a high level of guest participation from professionals who have graduated from the School and form part of the *Alumni*, the community of former students. During the course of the XXV Blanquerna Conferences, the traditional Blanquerna awards will be presented including the award for the best communicator, voted by the students, teachers and staff; and the special prize awarded by the school.

MONDAY, 18th MARCH

9:30am

Auditorium

The revolution of women in the 21st century

Synopsis:

Reflection on the reason for the massive demonstrations that have taken place recently, the impact of MeToo, and of the reactions towards the 'La Manada' (wolfpack) sexual abuse case. Vision of feminism as a movement transformer, which addresses the basic foundations of society and brings new perspectives (and which therefore brings detractors at the same time).

Guest: **Dolors Comas d'Argemir**, Professor of Social and Cultural Anthropology of the URV

Presenter: **Montse Arbós**, Professor of the FCRI

11am

Auditorium

Language as a conveyor of patterns of gender

Synopsis:

Considering that language not only reflects reality but also creates it, increasingly language content is worked from a gender perspective. However, it is not always easy to find solutions that don't use discrimination and at the same time respect the origin of the language and the economy of language. This is a discussion which has often focused on the use of the male gender but that also encompasses many other aspects.

To what extent does language transmit problematic patterns of gender? Which language resources are used by the major media in Catalan at this time to offset the masculine biased speech? What are the peculiarities of Catalan that linguists must contemplate at this time to enter in this debate? Does inclusive language generate inclusive societies?

Guests:

Eulàlia Lledó, philologist, literary critic and writer

Ernest Rusinés, head of language assessment at the CCMA

Moderator: **Anna Punsoda**, journalist and writer, 10th year *alumni*

11am

Room 201

Gender in violent conflicts: Different implications of war and conflict

Sinopsi:

Gender analysis and gender approach to conflicts is unavoidable in order to better understand the dynamics, threats and perspectives on war and conflict, not only as a player but also as a key to their alternative management and resolution.

Guests:

Andrea Costafreda, Program director for Latin America, Oxfam Intermón

Nora Miralles, Project technician at the Delàs Centre for Peace Studies

Moderator: **Jordi Calvo**, professor of the FCRI

11am

Room 202

Beauty, ideals and new femininity

Synopsis:

Discussion on beauty stereotypes, understanding them as both liberation and as slavery, and their implementation by the new femininity and the feminist theory of transversality and inter-seccionalidad.

Is there a paradigm shift? Is it based on changes in society? Based on the stereotype of ideal femininity, we will discuss how this is transforming in advertising, media and fashion.

Guests:

Rosario Fontova, journalist specializing in culture and historical memory

Anna Zaera, journalist

Moderator: **Marta Marin**, Professor of the FCRI

2pm

Room 201

Screening of seminar videos III

Selection of videos of Communication's Seminary III exercise *Microrelat*, 2n course, 2018-19

Sense saber-ho (group 34: Àlex Matabosch, Isabel Mier, Mar Puga, Aina Vélez); **No et quedis callada** (group 23: Anna Roig, Mar Romero, Álvaro Chaves); **Sola al carrer** (group 34: Pol Costa, Cristina Fabero, Eugenia Gerardi, Núria Urtusol); **Ni una més** (group 15:

Elena Custodio, Joana García, Marc Vázquez); **La realidad que ignoramos** (group 17: Alba Fernández, Gresmi Soler, Maria Sabaté); **Immigrant, musulmana i dona** (group 35: Clàudia Ferràndiz, Joan López, Xavier Roqueta, Roger Rubió); **offensive** (group 45: Anna Jounou, Núria Quintana, Carina Sagado, Eva Vicenç); **Entre Vistas** (group 25: Jordi Estopiñán, Aitana Giménez, Mireia López, Arón Sánchez); **El periodisme no té gènere** (group 23: María Quílez, Maria Pérez, Anna Ventura); **Diguem No al masclisme** (group 24: no hi ha crèdits); **Ahora o nunca** (group 35: Clara López, Laura Reus, Xènia Sanromà, Júlia Vila); **Sé el cambio** (group 24: no hi ha crèdits); **Trenquem amb la regla** (group 34: Laura Carrancà, Enric Corbalan, Marina Ortega, Aïna Zaragoza); **Flicker Beauty Colors** (group 45: Amelia del Campo, Aina de Paladella, Anna Fàbrega, Joan Isern)

3pm

Auditorium

Beautiful women with a sense of humor

Synopsis:

In their work teams — in front of the screen, on the radio or in script-writing rooms — they are unique. In part because they are the only women in *mainstream* programmes on the Catalan audiovisual spectrum producing humour content. They have arrived because of talent, with more breasts than balls, a trend that, little by little, is increasingly balancing out. We will talk humour and gender with Elisenda Carod, Natza Farré and Julia Cot.

Guests:

Elisenda Carod, collaborator of *d'Està Passant* (TV3), 6th year *alumni*

Julia Cot, screenwriter of *Polònia*

Natza Farré, journalist, voice of *La Competència* (RAC1)

Moderator: Andrea Daza, Professor of the FCRI

3pm

Room 201

Construction of gender roles in series

Synopsis:

Audiovisual fiction offers models and patterns that are inspired by the social reality. Many times they reproduce this reality, but sometimes they transform it, causing 'feedback' in society itself. How does the role of women in series work, and what impact does it have on reality?

Guests:

Concepcion Cascajosa, Professor of the UC3, author of the culture of las series

Mercè Sarrias, screenwriter

Moderator: **Elizabeth Dubé Ferré**, producer, Dones Visuals, 8th year *alumni*

4.30pm

Room 201

The feminist struggle since 'the Transition'

Synopsis:

The process of the fight for women's rights since the transition, explained simultaneously via activism and legislative action, speaks to us of what we have achieved and what we have yet to face.

Guests:

Pilar Aymerich, photographer,

Gemma Calvet, lawyer and political analyst

Moderator: **Enric Calpena**, professor of the FCRI

4.30pm

Auditorium

Women and the Economy

Synopsis:

Institutions such as the World Bank, the IMF or the EU say that the worse the position of women in the labour market of a country, the worse for the economy of this country. In other words, gender equality has been established as a fundamental element of economic development. However, what we see is that when you feminize a profession, this profession then loses social value. In this table we will analyze the level of economic equality, we'll discuss topics such as if there is a feminine way of managing the economy and finance, and we will see if empowerment has to come solely because women create their business or if it comes from a collective struggle for the distribution of wealth.

Guests:

Natàlia Albert, CEO de Bidons Graells, member of the WomUp group.

Anna Mercadé, acting director of l'Observatori Dona, Empresa i Economia of the Chamber of Commerce of Barcelona

Patricia Molinos, Policy Analyst, Gender and Sustainable Development Consultant, 19th year *alumni* Moderator: **Xavier Martí**, professor of the FCRI

TUESDAY, 19th MARCH

9:30am

Auditorium

Love and gender-based violence: A romantic story?

Synopsis: The construction of the erotic fantasy moulds relationships and, therefore, is in the genesis of phenomena such as small-scale male chauvinism, gender violence and even what has been called a culture of rape.

We will discuss changes in these erotic models from romantic love to video pornography, and their consequences on the phenomena mentioned.

Guests:

Pilar Medina, professor of UPF

Marina Subirats, emeritus professor of sociology at the UAB

Irantzu Varela, feminist, journalist, coordinator of Faktoria Lila

Moderator: **Teresa Vilardell**, professor of the FCRI

9:30am

Room 201

The character of social movements in the era of digitalization: the case of #metoo (GCM)

Synopsis: The communication will use the case of #metoo to problematise the relation of traditional media, digital social media, celebrity and social causes so as to verify the character of new social movements in the deep mediatization era of digitalization (Couldry & Hepp 2017). The #metoo movement will be contrasted with the suffragettes movement a century earlier and checked against Tilly's definition of social movement (Tilly & Wood 2009).

Guest: **Eduardo Cintra Torres**, Catholic University of Portugal

Presenter: **Miguel Franquet**, professor of the FCRI

9:30am

Room 202

Empowerment of women in religion

Synopsis: Religion has always been an area in which a woman was only able to participate in restricted areas. Through the experience of three women and communicators, we will discover how they are producing empowerment of women in religion.

Guests:

Salima Abdessamie, journalist for Ràdio Salt, Project Manager for l'Associació Azahara

Regina Goberna, Benedictine nun, web editor and manager of her own YouTube channel

Marta Roqueta, *alumni*, gender analyst, founder and editor of the digital magazine *Zena*

Moderadora: **Sònia de Jaime**, professor of the FCRI and 1st year *alumni*

11am

Auditorium

Awards Ceremony for the Blanquerna Communication Awards

Chairperson: **Giorgia Miotto**, Vice-Dean of the FCRI

Commentators:

Agustí Fernández Losada, **Josep Rom** and **Xavier Sastre**, professors of the FCRI

Guests:

Carolina Alegre, Marketing IKEA Barcelona

Àngels Carnicero

Alejandra Sierra, Executive Account McCann

2pm

Room 201

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3pm

Auditorium

Culture without lipstick

Synopsis: Two protagonists of cultural creation and production will present the tools and weapons which serve to emotionally link the public beyond psycho-social sexual borders.

Guests:

Sofia Asencio, actress and ballerina

Alba Tor, actress and poet

Moderator: **Xavi Sastre**, poet, 2nd year *alumni* and professor of the FCRI

3pm

Room 201

Youth solidarity viewpoints

Synopsis: Taking part on cooperation and volunteering programs means to discover unknown and often unimaginable realities which change the perception we could have of the world. These experiences reinforce our commitment to the other and are also very rewarding for oneself. We will know how enriching they could be through the memories and feelings of four cooperating peers.

Guests:

Valeria Fossati, director of communication of Youth Wake Up!, 18th year *alumni*

Estel Marquino and **Nieves Pallarés**, students of the FCRI and volunteers in Kolkata with the Blanquerna Foundation.

Mariona Llurba, student of IR at the FCRI, volunteer in South Africa and Reus Refugi

Moderator: **Sandra Balsells**, professor of the FCRI

4.30pm

Room 201

The visualization of talent. Professional women in communication and at university

Synopsis: Despite years of effort, the effective indicators of equality between men and women, both in the university and in communication professions, indicate that advances have been very slow. In Catalonia, we continue to have university administrative teams and directors at a level very far from parity, and this imbalance continues in other academic categories (women professors account for 37% of the total, and occupy only 20% of tenured professorships). The presence of women in the media as professionals and as protagonists of the news continues to be reduced, which makes the introduction of a gender perspective in the information, entertainment and fiction, and in advertising fields difficult. For a diagnosis, what more needs to be done?

Guests:

Anna Berga, secretary general of Universitat Ramon Llull and chairperson of the Comissió Dones i Ciència del Consell Interuniversitari de Catalunya (Women and Science Commission of the Interuniversity Council of Catalonia)

Montse Majench, vice-president of Dones Visuals

Susana Pérez, professora of the FCRI and 11th year *alumni*, initiator of the commission for gender of the 'Grup de Periodistes Ramon Barnils'

Moderator: **Ester Villacampa**, *alumni*, doctoral student and intern of the DIGILAB-FCRI research group.

4.30pm

Room 202

Càritas-Oxfam Intermón-Kuskaya: new challenges of solidarity

Synopsis: In the hands of three charitable institutions, we will analyze the current situation of disadvantaged groups, focusing on women, a collective doubly punished in many areas.

Guests:

Patricia Cantarell, manager of Acció Ciutadana de Catalunya i Balears for Oxfam Intermón

Mireia Milián, member of the Family and children team for Càritas

Iris Piñol, co-founder of Kuskaya Barcelona

Moderator: **Tolo Moya**, professor of the FCRI

Award Ceremony for the Càritas Honorary Prize for the best end-of-degree project.

6pm

Auditorium

Exemplary women with Patrícia Soley-Beltran

Synopsis: With both university and postdoctoral education, Patrícia Soley-Beltran has developed wide-ranging research from her previous experience as a model, actress and even as a TV presenter. A long time ago this versatile woman left the silence of the catwalk to embark on research and informative scientific publications about the relationships between gender, communication, body and fashion. At the crossroads between what society wants from women, what women want for themselves and who they are, something has been broken. Are we facing the construction of a new model of femininity? Patrícia Soley-Beltran responds

Guest: **Patrícia Soley-Beltran**, writer and independent researcher

Presenter: **Andrea Daza**, professora of the FCRI

WEDNESDAY, 20th MARCH

9:30am

Auditorium

Breaking the glass ceiling: Women in professional sports

Synopsis: This roundtable analyzes the elements that constitute the glass ceiling in women's professional sports, and especially the role of the media in regards to gender discrimination.

Guests:**M**

Eva Ferrer, specialist in sports medicine, director of *El deporte en femenino*

Maria Teixidor, director of FC Barcelona responsible for women's football and president of Edelmira Calvetó group.

Moderator: **Antoni Castells-Talens**, professor of the FCRI

9:30am

Room 201

Round Table of *Alumni* from the degree in Publicity, Public Relations and Marketing

Guests:

Judith Calzada, Marketing Manager CND (REVLON Group), 17th graduating class *alumni*

Carlota Fàbregas, Country Manager Iberia LIVE IT GROUP, 16th graduating class *alumni*

Laura Romero, Executive Director BE AGENCY Madrid, 15th graduating class *alumni*

Guillermina Rosés, Founder of MINDERS AGENCY (Agència MK d'influencers) and of the PAPER LOVER app, 12th graduating class *alumni*

Gemma Vaz, Audi Service Senior Account Executive a DDB, 16th graduating class

Moderator: **Judith Mata**, professor of the FCRI

9:30am

Room 202

Recommendations for reporting sexual assaults

Synopsis:

Theoretical-practice session to present and work on the “recommendations for reporting sexual assaults” within the framework of the project “brave women: agents for new information about sexual assaults”. Organized by the Masters course in gender and communication at the UAB, Almena Feminist Cooperative and AADAS (Association for assistance to Sexually Assaulted Women), with the financial support of the Catalan Institute for women.

Guest: **Ana Sáñez**, psychologist in the área of formation and prevention of AADAS

11am

Auditorium

Joana Biarnés, a life going against the current

Synopsis:

Joana Biarnés was the first female graphic reporter in Catalan and Spanish journalism. She was a pioneer in a profession of men, being the first woman photographer who got a foothold in the editing of a Spanish newspaper. With 30 years of intense experience, Biarnés was the author of an extraordinary work that was virtually unknown until it became recognised in the last few years. On 19th December, the 83-year-old Biarnés died suddenly as a result of health problems.

Guests:

Jean Michel Bamberger, journalist, husband of Joana Biarnés,

Sílvia Omedes, director of Photographic Social Vision and representative for the iu Joana Biarnés archive,

Jordi Rovira, journalist and co-director of the documentary “Joana Biarnés, una entre tots”.

Moderator: **Sandra Balsells**, professor of the FCRI

11am

Room 201

New supranational allegiances in different geographic contexts

Synopsis: Within the globalization of social movements, particular attention is deserved for a gender perspective on two key dynamics and movements, such as the Arab Springs and current mass migratory movements.

Guests:

Blanca Garcés, Senior researcher at CIDOB in the area of migration

Lurdes Vidal, Director of the Arab and Mediterranean World Department at IEMed

Moderator: **Valeria Bello**, professor of the FCRI

11am

Room 202

Women and grassroots communication in the city

Synopsis:

Amsterdam's Zuidoost neighborhood shows that communities led by women tend to be more integrating and dynamic and have a high degree of intercultural osmosis. Amsterdam has been a reference in projects of Community Engagement, a fundamental goal in the cohesion of cities.

Guests:

Núria Arbonés, Programme leader Cities and Visitors, Urban Field Labs AMSIB/AUAS

Ernestine Comvalius, General Director of the Bijlmer Parktheater

Arno Gorissen, Director of city marketing, Amsterdam South-East

Moderator **Nina Suriñach**, 17th year *alumni*

12.30pm

Auditorium

Leadership, my personal experience

Synopsis:

The personal experience of a senior executive: challenges and opportunities for women in a global environment.

Guests:

Montse Maresch, ex-Director of Global Marketing and Communication for the IKEA group, senior expert executive in marketing and communication and in retail

Presenter: **Giorgia Miotto**, professor of the FCRI

12.30am

Room 201

Women in the professional audiovisual world

Synopsis:

Round table with three professionals from the world of audiovisual media, of the three main areas of the industry: film, television and video games, that will talk of the reality today of women in the professional audiovisual world.

Guests:

Marina Amores, audiovisual communicator specialising in gender and videogames

Isa Campo, cinema scriptwriter and director

Carmen Fernández Villalba, cinema and television scriptwriter

Patricia Font, television and cinema director

Moderator: **Judith Colell**, professor of the FCRI, cinema director

12.30am

Room 202

Gender perspectives on International education, economic development and culture

Synopsis:

A gender approach runs across the 17 Sustainable Development Goals, making involvement, participation, and leadership from a gender perspective, cornerstones in the development of this agenda as well as in attaining its goals; education, economic development and culture in focus.

Guests:

Valeria Bello, United Nations University's Featured Expert on SDG 10: Reducing Inequalities

Mercedes Giovinazzo, Director of InterartsL

Moderator: **Onno Seroo**, professor of the FCRI

2pm

Auditorium

Projection of short films by the students of Audiovisual Communication

Synopsis: projection of short films made by students of audiovisual communications in the framework of the specialized seminars

Guests: The creative teams of each short film will present them before each showing.

Moderator: **Judith Colell**, professor of the FCRI

4pm

Auditorium

How to be a correspondent and not die in the attempt

Synopsis:

With the help of two veteran international journalists, we discuss what it means to be a correspondent today. What are the difficulties of the job? And the benefits? In a world of men, how does a woman journalist live? And how can they push their work forward in companies which are fundamentally patriarchal?

Guests:

Ana Alba, journalist in Jerusalem

Mònica Bernabé, journalist in Afganistan for nearly eighty years, international head of *Ara* newspaper

Moderator: **Sandra Balsells**, professor of the FCRI

4pm

Room 201

What challenges do women face in order to achieve a management position?

Guest: **Ana Palencia**, Director of Communication for Unilever

Presenter: **Giorgia Miotto**, professor of the FCRI

6pm

Auditorium

Round Table of Alumni of the Degree in Publicity, Public Relations and Marketing

Guests:

Maite Amat, Account Director of Primavera Sound at Vapire Studio, 18th graduating class *alumni*

Alba Badillo, Group Product Manager Communication GENERAL ÓPTICA, 10th graduating class *alumni*

Clara Cano, Head of Digital Transformation NOVARTIS, 10th graduating class *alumni*

Adriana Giordani, SEM Executive eDreams ODIGEO, 15th graduating class *alumni*

Natàlia Oliva, Digital Marketing NISSAN Motor Corporation, 15th graduating class *alumni*

Moderator: **Eva Santana**, professor of the FCRI

6pm

Room 201

Wellness and Awareness: New trends and narratives

Synopsis:

Well-being is part of the mission and narrative of large multinational companies to achieve a better affiliation of their employees and related groups. At the same time, we see how large American companies make alliances with agencies and companies that provide these services to complement the social benefits of their employees. What is the role of women in this new revolution in corporate narrative? Which media and communication tools are associated?

Guests:

Elena Carrillo, dietician/nutricionist, professor of the FCS Blanquerna

Sonia Tita Puopolo, Founder, Chief Evangelist, CCO, CMO of Wellness World USA Inc. (by Skype)

Sandra Sancho, consultant of Corporate Digital Business Communication

Moderator: **Enric Ordeix**, professor of the FCRI