

## RESEÑA/REPORT

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### **WOMEN IN THE MEDIA. PROPOSALS TO ANALYZE MASS COMMUNICATION WITH A GENDER PERSPECTIVE**

**Asunción Bernárdez Rodal**  
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This interesting work is constituted as a reference to gender studies in mass communication. According to the author, year after year, when the subject matter of Communication and Gender begins, which is taught in the Degree of Journalism at the Faculty of Information Sciences at the Complutense University of Madrid, finds a normal ignorance by students and with prejudices: "words and concepts such as feminism and equality arouse the distrust of many of the students who pass through our classrooms." Thus, Bernardez Rodal contemplates the laudable task of teaching in informative, audiovisual and advertising content to elucidate how the masculine and feminine is constructed as opposing entities whose consequences are clearly evident in the students.

To this end, the author presents the main Spanish research about communication and gender, in the last thirty years. She is glad to say that this has been published extensively in Spain and has generated a large field of research on equality issues. In its pages, she begins with an Introduction to the Feminist Theory and the legislative context on equality. She discusses the origins of feminism, feminist genealogies, Feminism and Enlightenment, Suffrage, the Second Wave of the 70's of the twentieth century, the Third Wave of postmodernisms and Cyberfeminisms, and the entire Spanish legislative context on equality.

Then enter the media as creators of contemporary identities and cultural creators, to devote four chapters, individually, to Advertising, Television, Cinema and the Internet. The last part of the book focuses on gender violence and media, inquiring about its treatment in information, fiction and digital environments. It also ends with recommendations for adequately addressing the gender violence.

We review in particular the interesting chapter on gender studies and television that the author presents under the question: a feminized medium? First, she raises a number of theoretical questions about television as an object of study, as a social bond and as commerciality. She discusses the meaning of "the other" and makes an important historical point about the presence of women in the history of television,

and then show gender and television audiences. The section on gender stereotypes is very interesting, especially represented in fiction series. Given its current impressive success, in what is called second Golden Age of television series, the male and female researchers about television fiction found here a prospective valuable research. Finally, the author discusses the large crowds and the traditional exclusion of women in sports, with details about the AGEDA report.

Asunción Bernárdez Rodal is the Director of the Institute for Feminist Research of the Complutense University of Madrid and coordinates the doctoral program in Women's Studies and Gender at the same university. He is Professor of Semiotics of Mass Media, Theory of Information and Communication and Gender, at the Faculty of Information Sciences at the UCM. Licensed in Philology and Doctor in Journalism, is the author of several books, book chapters and articles of impact on Gender Studies.

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