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SEEHA southeast european
history and
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WORKSHOP

12 – 13 March 2020

**SZ 15.21, RESOWI-Zentrum,
Universitätsstrasse 15, Bauteil A2
8010 Graz – Austria**

**Dimensions of
Europeanization**

Field of Excellence
University of Graz

VISUAL REPRESENTATIONS OF FEMININITIES AND MASCULINITIES THE BALKANS AND SOUTH CAUCASUS IN THE DIGITAL AGE

We work for
tomorrow



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 Caucasia 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):
Visual Representations
of Femininities and Masculinities –
The Balkans and South Caucasus
in the Digital Age

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 Ibroscheva
(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 Tsihla
(University of Western Macedonia,
Kastoria, Greece):
The Changing Roles of Gender in
Advertising: Past, Present and Future

Discussion
Heidrun Zettelbauer
(History, University of Graz)
Ulrich Ermann
(Geography and Regional Science,
University of Graz)

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

Discussion
Barbara Derler
(History, University of Graz)
Tanja Grabovac
(Pastoral Theology &
Pastoral Psychology, University of
Graz)

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
Dagmar Gramshammer-Hohl
(Slavistics, University of Graz)
Klaus Rieser
(American Studies, University of
Graz)