

TO BE OR TO APPEAR

Gender stereotypes in EU medias

Objectives:

This documentary project was aimed to analyse and compare gender images in four different European countries: Portugal, United Kingdom, Estonia and Italy, and aimed to be a tool to aware youngsters about the “real” gender equality. Specific objectives:

- * To raise awareness of the need of gender equality among youngsters
- * To empower young people to be actors in preventing all forms of violence
- * To encourage youth to promote intercultural dialogue and respect for cultural difference
- * To promote youth participation and democratic citizenship

Activities:

- * Research on gender representation at national level
- * Documentary realization on gender stereotypes in the European Medias and the consequences on violence in the ordinary life (e.g. diseases like anorexia and bulimia)
- * Dissemination activities have been done using the produced material of information for awareness campaigns with young people (in the universities, grammars school, associations)

Results:

- * University Conference “[The new Trend of Communication](#)”. Collaboration with the University of Palermo and ADV Group (Advertising) of Palermo and sponsored by the Regional District of Palermo
- * Documentary ‘Gender Stereotypes in EU Medias’

Partners:

- * Coordinator: CESIE – European Centre of Studies and Initiatives (Italy)
- * Generating Ideas (Estonia)
- * E2000 (United Kingdom)
- * GENATHLON, Center for the Interdisciplinary Approach of Human and Natural Systems (Greece)

Date of project: 01/04/2006 - 30/09/2006

Institution of reference: Council of Europe - European Youth Foundation, [Category B](#)

Contact:

CESIE: luisa.ardizzone@cesie.org



This project has been funded with support from the Council of Europe, European Youth Foundation.

This publication [communication] reflects the views only of the author, and the Council cannot be held responsible for any use which may be made of the information contained therein.

CESIE - European Centre of Studies and Initiatives - Via Roma, 94 - 90133 Palermo, Italy - C.F.97171570829

Tel: +39 0916164224 - Fax: +39 091 6230849

www.cesie.org