

## Notes taken by students

International Symposium

Education and Gender Equality

Wellesley College, October 20 & 21, 2017

Panel Discussion – Saturday, 4:00 p.m. – 5:30 p.m. – What images of women do the entertainment and news industries convey?

### Speakers:

- Sandra de Castro Buffington, Founding Director of UCLA's Global Media Center for Social Impact (GMI)
- Sandra Laugier, Professor of Philosophy at Université Paris 1 Panthéon Sorbonne
- Elena Tajima Creef, Professor of Women's and Gender Studies at Wellesley College
- Virginie Herz, International affairs editor France 24

### Moderator:

- Sara Rubin, Artistic Director Emerita, Boston Jewish Film Festival; Board Member, Women's Suffrage Celebration Coalition of MA (WSSCC)

### Main points:

- Power of stories: envision a world that is equitable, inclusive, compassionate, loving, and kind, and spread positive images of women
- People will never forget a good story: 8 million people learned for the first time how to prevent mother-to-child spread of HIV from a single episode of Grey's Anatomy.
- Female actors demanding equality in terms of treatment and compensation.
- Because a lot of people were seeing those movies, the goal was to portray an egalitarian discourse between men and women.
- TV shows offer a lot of possibilities: to show a woman as the hero, or main character, eg. Olivia Pope in Scandal, Orange is the New Black. Lot of female characters that don't need masculine presence.
- In the movie industry, for every 24 male directors, there is only one female director.
- **In the media, men are often more invited than women.**
- Through new media, with humor, we can dismantle some sexist behaviors, eg. Belgian woman takes selfies with her bullies in the street, Indian woman in plane films her aggressor.
- YouTube women shown as only related to fashion or beauty but in the field of humor, etc. there are more men.

### Best practices evoked regarding public policies, corporate actions, civil society or academic initiatives:

- Public policies: a media guide in France to review how many women/men are invited to be on TV.
- Reach out to TV shows, Twitter to talk about sexual abuse, HIV, human trafficking, etc.