

1st Interdisciplinary Workshop
Culture, Gender and Globalization
October 11th-12th 2018

Confucius Institute of University of Geneva
Villa Rive-Belle
Route de Lausanne 266A, 1292 Chambésy
Geneva, Switzerland



Institute for Gender Studies of University of Geneva

Confucius Institute of University of Geneva



School of Journalism and Communication of Tsinghua University

October 11th 2018

9:30 – 10:00 Welcome & Registration

10:00 – 10:30 General presentation by organizers

10:30 – 12:00 SESSION 1 Masculinity in Cultural Sphere

ATERIANUS-OWANGA Alice, University of Lausanne

From 'Goorjigeen' (Effeminate Man) to 'Goor Dëgg' (Real Man): Moving Senegalese Masculinities through Sabar Dances in Diaspora

GUO Yuqi, Tsinghua University

Neo-straight movement in China: a discourse analysis of male oriented media platform

YAN Yan, University of College Dublin

The Uncompromising Maturity: An Analysis on Masculinity in the Chinese TV Serial Old Boy

12:00 – 13:30 Lunch time

13:30 – 15:00 SESSION 2 Gendering Identities

CHEN Yali, University of Geneva

Gendering Acculturation: Hybrid Identities of Chinese Women in Switzerland

LI Yijun, Huazhong, University of Science and Technology

Tibetan Female in Contemporary China: Re-negotiating the Cultural Identity of Tibet in Ethnicity, Nationality and Globality

PORRET Anastasia-Athénaïs, University of Paris Diderot 7

Religious, Gendered and Cultural Re/Presentations in a Globalized Context: Reflecting on the "Transgressive" Experiences of French and Irish Female Converts to Islam

15:00-15:20 Coffee Break

15:20 – 16: 50 SESSION 3 Gender Governmentality within public and private contexts

FUCHS Brigitte, University of Vienna

Gender (as) Governance: Gender Sensitive Poverty Reduction as Twenty-First Century Liberal Maternalism?

HIRSCH René, Independent Researcher

Historical Parallels Between Procreative Knowledge, Gender Roles, and Worldviews

TAO Yichen, Ewha Woman's University

An Analysis of the Rural-urban Migration in China and Sex Education of Left-behind Children in Rural Areas

October 12th 2018

9:30 – 12:00 SESSION 4 Media and Female Images in Global Culture

CHANG Jiang, Tsinghua University

Empowerment through Craziess : The German TV Series *Knallerfrauen* and Its Female Viewers in China

TIAN Hao, Tsinghua University

Female Webcast Host of Competition Video Game in China: A Case Study of *Arena of Valor*

WANG Moyu, Communication University of China & PENG Feiyuan, University of International Relations

The Transition of Female Images in Chinese Advertisements: Illustrated by Cases of Female Images in Award-winning Advertisements since the Founding of the PRC

12:00 – 13:30 Lunch time

13:30 – 14:30 Conclusion