First CALL FOR:

4TH International Conference of Culture, Communication and Development

"A look at the media from a genre perspective"

The incidence in everyday life of global cultural industries, in social practices, in shaping the imaginary representations, has placed them in a strategic area for the reproduction of hegemonic patriarchal and androcentric thinking. The so-called mainstream media enhances sexism and feminine and the masculine stereotypes from traditional media to the hypermedia.

In order for the human rights of women and men to one day become a reality we need to counteract the mass media communication while investing in communication for Development (CPD).

Thousands of people around the world working on communication for Gender Equality strive daily to build different communication channels, using the most varied resources. Thanks to all these people, we are opening a path to communication with a gender perspective that seeks to subvert and reconfigure traditional spaces. Similarly, some sectors have focused their studies in communication processes and gender theory.

The 4th International Conference of Culture, Communication and Development "**A look at the media from a gender perspective**", comes with the clear intention of creating a classroom discussion, reflection and exchange of experiences between groups and individuals working in this area.

The Basque NGO, Kultura, Communication and Development (KCD) launched this initiative with the support of the **Department of Gender and Communication of the International Institute of Journalism, José Martí of Cuba and the African American Network and Masculinities (RIAM**), The Cultural association **Cinerizadas**, the Egyptian production company **Klaketa Arabic**, the feminist association **Simone de Beavouir,** the **University of the Basque Country (UPV-EHU)** and **the Basque Agency for Development Cooperation.**

Hereby, the afore mentioned organizations summon men and women of the media, researchers, all male and female students and people interested in the topic, to participate in the 4th International Conference of Culture, Communication and Development "A look at the media from the perspective of gender". The meeting will be held within the framework of the summer courses of the UPV / EHU and will take place in Bilbao, The Basque Country, Spain.

This conference is not an isolated event; it is part of a strategy aimed at generating coordinated networks among communicators of the world who are striving to achieve inclusive and diverse social communications. It is also a fundamental contribution to the Process of Communication for Development (CfD) which started five years ago stemming from the KCD NGO by means of the International Unseen Film Festival of Bilbao " Filme Sozialak ".

Date: 24 to 26 June 2013.

Location: Bidebarrieta Library.

Conference within the frame of: UdaBizBAK - Summer Courses Kultura eta Bizkaia Bilbao Arte. University of the Basque Country / EHU (UPV / EHU)

City: Bilbao.

Country: The Basque Country, Spain.

All items worked on or exposed in the encounter will be related to the topic of "Gender and Communication", whether through new ITs and media, alternative media, advertising, messages to the general public or other ways. They will be made public by means of experience panels, conferences,... etc.

Also, with the aim of enriching the conference, the participants will be able to exhibit non-sexist communication products.

All presentations must be submitted to the board together with the filled-in form.

Methodology

• Presentations

• Audio-visual slides

• Experiences

• Workshop

Taking Part

• Papers in debates (theoretical panels, best practices, experiences, and others)

• Presentation of experiences (audio-visual, radio, new technologies...)

Enrolment

Those interested in presenting papers or experiences of a communication for development with a gender perspective should send an abstract of their work or technical sheet, as appropriate, to NGO / KCD **before April 1st, 2013.**

Presentations can be sent in spanish, basque or english.

Should you have a radio, TV or video media product, it must not exceed 15 minutes in length. You will need to attach a technical sheet that includes: full name of the author (s), title, media, journalistic genre and duration in case of radio, TV or video.

- Radio item on CD or USB memory

- TV item on CD, DVD or USB memory

- Digital item on CD, or USB DVC

-Print media as originals or photocopies

The registration fee is **€ 75.00 (seventy-five euros)** and includes a document folder of the event, participation in all activities, tickets to the show "Among Filmmakers¨ Arab-Ibero american women Film Caravan -, a certificate of attendance, a snack and a three day lunch voucher. This is the bare minimum amount needed to cover expenses, since our institution's main interest is to contribute to non-profit professional improvement exchange.

Each participant will need to cover his/her travel and accommodation expenses. To all those who request so, KCD NGO will issue certificates of attendance.

All applicants must send their applications and resumes to Kultura, Communication and Development (KCD):

Leire Pascual: encuentros@kcd-ongd.org

The deadline for accepting applications for enrolment is April 1, 2013. Enrolments will be on a first come first served basis, up to a maximum of 30 persons. Letters of acceptance will be issued on request.

Once your attendance is confirmed you will be provided with an account number to make the deposit. In the even of not being able to attend the event, the money will be refunded.

REGISTRATION FORM

Attending as:

_____Speaker:

_____Exhibitor:

REGISTRATION FORM – PRESENTATIONS

Name of Conference:

Topic:

Brief summary. Description of up to 300 words:

Any technical specific needs for your presentation:

What?

REGISTRATION FORM, MEDIA PRODUCTS

Author's name:

Product Name:

Support:

Radio:

TV:

Video:

Internet:

Print Media:

Specific technical needs for presentation:

Product life if media is radio or audio-visual

Topic:

Brief summary description of up to 300 words

To conclude, we would like to emphasize that within the framework of the conference we will also be able to see "Between Filmmakers", a Caravan of Ibero American and Arab Women- in Bilbao (24th to 28st June). This exhibition is organized by the Cultural Association, Cinerizadas, the Egyptian producer Klaketa Arab and the NGO KCD.

Thanking you yet again, the organizers of the 4th International Conference of Culture, Communication and Development, "A look at the media from a gender perspective" wish to take this opportunity to send you their warmest regards.