TITLE OF THE RESEARCH THESIS PROPOSAL:

Project: Gender and the Humanities in Times of Crisis
Focus: Human rights.
IP: María Pilar Rodríguez
(Associate researchers in the Communication group: officially affiliated: Lisa Cuklanz (Chair of the Department of Communication and Prof. In the Women's Studies Department and Annabel Martin, Prof. At Dartmouth College and Director of GRID: Gender Research Institute at Dartmouth College):

This project explores the relevance of the Humanities through the gender dimension in a time in which the financial crisis is promoting a lifestyle in which human rights and gender equality are being constantly undermined. The project should focus on the ways in which the Humanities, by emphasizing critical thinking and opening new ways of seeing what institutional discourses and the media fail to address, fulfill an essential role in our societies. It will explore the role of intellectuals, artists, filmmakers and educators and their significant influence to contribute to a more ethical and dignified social representation of the world. It may concentrate on the role of women artists, filmmakers, writers, photographers, intellectuals and teachers in developing a humanistic view which promotes human rights. The Humanities provide us with the necessary tools to understand the mechanisms underlying the present conditions of power and inequality in our societies. In such context, gender identities are cultural constructions are used to define the roles of different agents in society and assumed as gender mandates. The biological duality of men and women is reflected into a binary way of understanding and representing social roles and such representation reduces the plurality of gender identities that people can adopt and reveals the conventional character of patriarchal categories. This project should entail a sound theoretical basis as well as an applied case study in any of the fields indicated and should involve the analysis of the project social impacts.

DIRS DOCTORATE PROGRAMME : Ocio, cultura y comunicación; Ph. D. in Competitiveness and Innovation

HOST RESEARCH UNIT (website link):

http://www.research.deusto.es/cs/Satellite/deustoresearch/es/inicio/centros-equipos-e-investigadores/equipos-de-investigacion/comunicacion/equipoinvestiga

http://pilarrodriguez.info

BRIEF DESCRIPTION OF THE INTEREST OF THE RESEARCH THESIS PROPOSAL:

MAIN RESEARCH AIMS: Aspects linked to Media Studies, Film Studies and Gender Studies. Marketing and Communication. All aspects connected to Communication Studies.

The research group Communication is multidisciplinary and includes members of the faculties of Social and Human Sciences (Departments of Communication and of Modern Languages) and of Deusto Business School. The group has a long tradition of cohesive research, with co-authored publications in mass media (six co-authored books that explore such topics as the violence against wome, women leaders, equality and employment or women and sport, among others). The group has an ongoing international projection by means of a series of actions of investigation and of publications with our research collaborators at University of Birmingham, Boston College, and Dartmouth College.

Other topics include research in Marketing, Literary Studies and Film and Audiovisual Studies.

THESIS DIRECTOR(S): María Pilar Rodríguez, María Jesús Pando, Alazne Mujika, Leyre Arrieta, Juan José Gibaja, Iñaki García Arrizabalaga.

EXCELLENCE

5 Main academic publications related to the topic (impact factor or other quality assessment criteria):

The research group "Communication" is officially recognized by the Basque Government. The following categories reflect the research production of the group In the last period (2010-2015) (references are available for all figures):

Number of publications: 119; of which: books: 20; book chapters: 63; articles in academic journals: 28; reviews: 8.
Number of Ph. D. Dissertations directed by members of the group: 27
Projects with external funding: 26

1. Rodríguez, María Pilar and Stone, Rob (2015) *Basque Cinema: A Cultural and Political History.* London, IB Tauris.

2. Rodríguez, María Pilar (2010) *Cultura audiovisual: el cine europeo como espacio para la reflexión social.* Vitoria, Diputación de Álava, 2010 (National Essay Prize).

3. Mujika Alberdi, Alazne; García Arrizabalaga, Iñaki; Gibaja Martíns, Juan José (2015) Who is at the cutting-edge of market trends? Development of a scale for identifying "Lead-users" *Cuadernos de Economía* (2015) (sample of more than 20 publications and research projects of cohesive research in the field by the same authors).

4. Arrieta, Leyre (2014) "Radio Euzkadi, l'emittente clandestina vasca", *Nazioni e Regioni*, *Studi e ricerche su lla comunità immaginata*, nº 4, 2014, pp. 17-35. ISSN: 2282-5681.

5. Pando, María Jesús "Gender(ed) Matters in Communication/Media Studies: Integrating Curricular Innovation and Social Change in the Spanish Model". *Anàlisi: quaderns de comunicació I culturaVol.* 50 *Pág.* 39 – 53.

Main projects developed by the directors related to the topic (especially European projects). It is very valuable that the research thesis proposal is aligned with the European projects approved that the research host unit has to develop.

1. Gender and communication (in cooperation with Boston College and Dartmouth College). This group was formed as a research group in 2013, in collaboration with Dartmouth College

(USA) and Boston College (USA), and with the financial support of three different sources: Aristos Campus Mundus (Campus de ExcelenciaInternacional- Universidad de Deusto); Dartmouth College through its Gender Research Institute (GRID- Gender Research institute at Dartmouth, EEUU) and The Institute of Liberal Arts at Boston College (ILA-BC). The goal of this initial collaboration was to explore the relevance of gender studies in media literacy and communication studies on the one hand, and on the other to explore socially relevant gender issues and their representation from a transnational and transdisciplinary perspective.
As a result of this close collaboration, we organized several research meetings and seminars with students:

- *Gender and Visual Arts Culture*. Boston College, 30 October-1 November 2013. Symposium with international invited speakers and students from Boston College.
- BIDEA: Human Trafficking and Sexual Violence. Bilbao, Universidad de Deusto, June 2015. Research seminar with students from Dartmouth College, Boston College and Universidad de Deusto, and international keynote speakers.

We have also been invited as plenary speakers at the *II International Conference on Gender and Communication*, Universidad de Sevilla, April 2014, where we presented part of the joint work in progress. As a result of this collaboration, a book (*The Role of the Humanities in Times of Crisis* (Madrid, Dykinson, 2015) and two articles in an indexed journal were published:

- ✓ Annabel Martin and María J. Pando Canteli. Gender(ed) Matters in Communication/Media Studies: Integrating Curricular Innovation and Social Change in the Spanish Model. *Anàlisi* 50, 2014: 39-53.
- ✓ Lisa Cucklanz and María Pilar Rodríguez. Gender Dimension in Media and Communication Studies: Main Concepts and Illustrations in Mass Mediated Texts. *Anàlisi* 50, 2014:27-38.

The group has developed other research funded projects on gender and communication focused on studies on violence against women, women leaders, gender and equality, and gender, media and advertising, among others (available on request).

2. Several projects with external funding on marketing have been carried out by members Mujika, Gibaja, and García, such as:

Proyecto concertado. Diputación Foral de Gipuzkoa. 2015. Actitud de los agentes sociales guipuzcoanos hacia el concepto de reparto de empleo. Financiación: 35.000 €

Proyecto concertado. CD Fortuna KE. 2015. Un estudio descriptivo sobre la incidencia de la Behobia-San Sebastián en estilos de vida saludable y un estudio exploratorio electrocardiográfico en carrera. Financiación: 7.722 €

Proyecto concertado. Diputación Foral de Gipuzkoa. 2010. Valoración de los líderes guipuzcoanos sobre la plataforma Gipuzkoa Aurrera. Financiación: 42.372,88€

Proyecto concertado. Diputación Foral de Gipuzkoa.2010. INFORES - Información sobre la gestión socialmente responsable en las empresas guipuzcoanas. Financiación: 162.650 €

INTERDISCIPLINARITY, INTERSECTORIALITY AND INTERNATIONALIZATION

PhD Research Project needs to integrate a mix of interdisciplinary, inter-sectoral and international elements at different degrees, maximizing on-going research projects, synergies and connections of the host research unit.