

# RESEARCH THEME

**Title of the doctoral research** Communication design and gender culture: innovative tools for equal society

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**Proponent professor** Valeria Bucchetti

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**Abstract** Communication Design can play a catalyst role to widen a space of reflection and design within Gender Cultures domain, in particular both in the current context and in Italy, a country now in 76th place in the Global Gender Gap Report (by World Economic Forum 2020), providing its contribution on these issues within the research line of the Design Department "Design for Social and Public Sector Innovation",  
Starting from its nature and through analogical and digital media, the Communication Design discipline has a social dimension enlarged by the integration within the research field of Gender Studies. Communication Design can make a large contribution, theoretical and at the same time applied, offering a critical vision of the gender representation (female, male ..) but also generating proposals for new figurative models, new opportunities for cultural awareness in daily life (private and public), in educational contexts, politics, work.  
Research objective is based on the recognition that the research group has produced (reconnaissance study of the traditions already established as part of the Gender Studies and in Communication Design) and it's aimed at developing innovative tools to counter to gender stereotypes, in order to support the promotion of training policies that correspond to the research lines of the European Community (Media and the Image of Women, Amsterdam 2013; European Parliament Resolution, April 2018 - 2017/2210 (INI); September 3rd Resolution 2008 on the impact of marketing and advertising on equality between women and men - 2008/2038 (INI)) and the Sustainable Development Goals, Agenda Onu 2030 - 05. Achieve gender equality.

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**Keywords** Communication design, gender, equality