RESEARCH THEME

Title of the doctoral research	Communication design, women representation and gender culture: innovative tools for equal society
Proponent professor	Valeria Bucchetti
Abstract	Communication Design can play a catalyst role to widen a space of reflection and design within Gender Cultures domain. Starting from its nature and through analogical and digital media, the 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 representation of gender (female, male ..) but also generating proposals for new figurative models, new opportunities for cultural awareness in the daily life (private and public), in educational contexts, politics, work. Research objective are 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 they are aimed at developing innovative tools to counter gender stereotypes, to support the promotion of training policies that correspond to the research lines of the European Community and to the Sustainable Development Goals (Agenda Onu 2030 – 05. Achieve gender equality).
Keywords	Gender, stereotypes, media language