

5

GENDER
EQUALITY



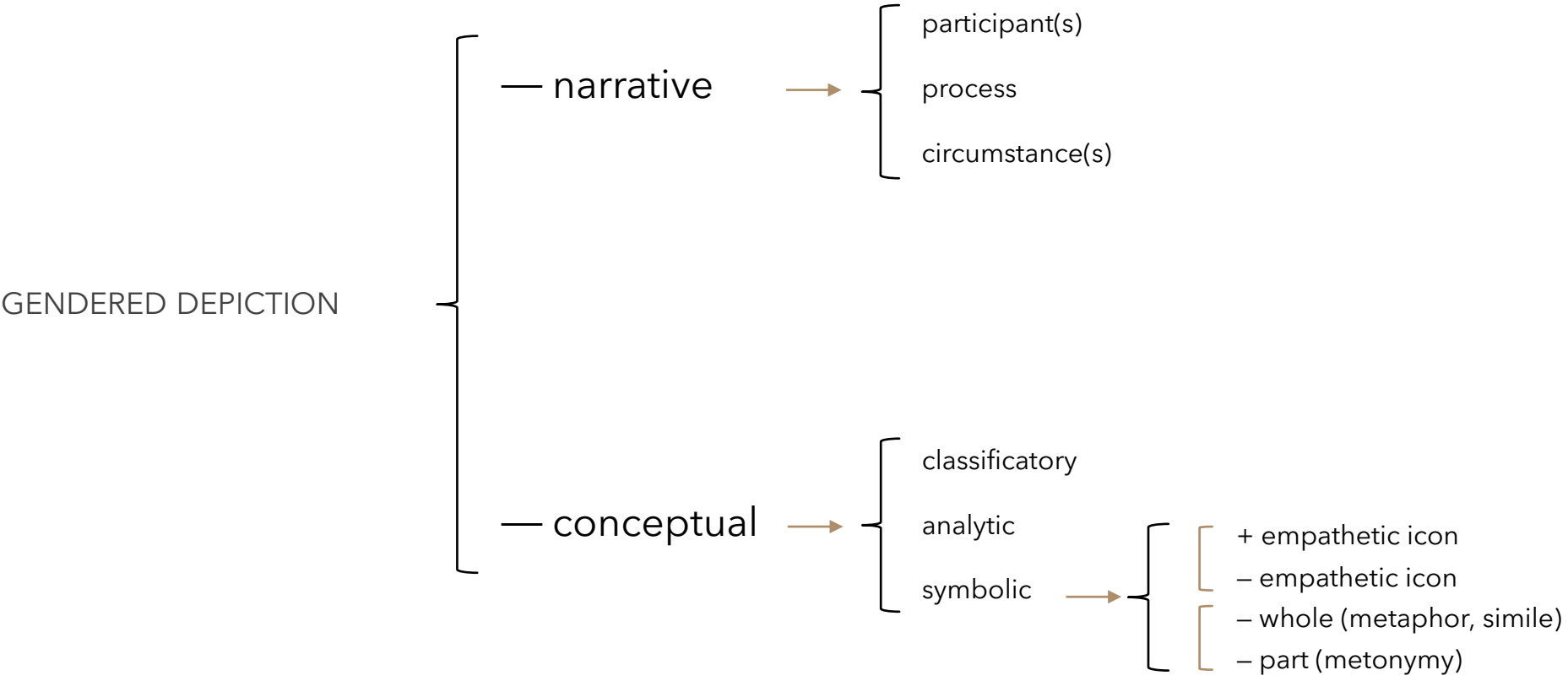
SYSTEM NETWORKS: A MULTIMODAL GENDER ANALYSIS TOOLKIT

IZASKUN ELORZA © 2021

LINDES RESEARCH GROUP

What is represented?

GENDERED DEPICTION OPTIONS



System network based on Painter, Martin & Unsworth (2013) and Oteiza & Pinuer (2016)

What is represented?

GENDERED DEPICTION OPTIONS: CONCEPTUAL

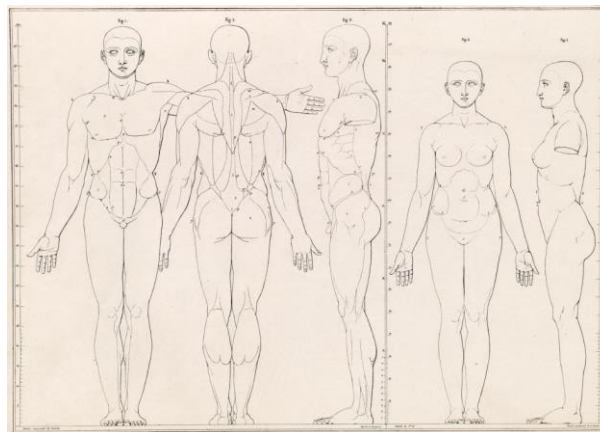
classificatory



"toilet sign" by [Mr Thinktank](#) is licensed under [CC BY 2.0](#)

<https://search.creativecommons.org/photos/9f22e570-b70b-485d-ace2-5adf683259ed>

analytic



"55 - Anatomical proportions of male and female" by [Knowledge Collector](#) is marked with [CC PDM 1.0](#)

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symbolic



"Work harder for gender equality, say MEPs" by [European Parliament](#) is licensed under [CC BY-NC-ND 2.0](#)

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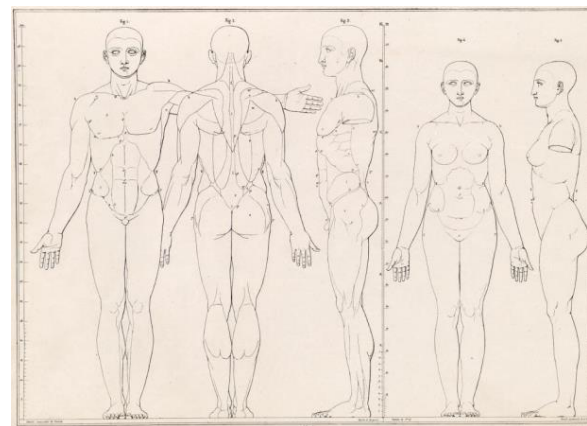
NARRATIVE VS CONCEPTUAL GENDERED IMAGES

Narrative images tell 'a gendered story'



what is it about?

Conceptual images present gendered 'attributes'

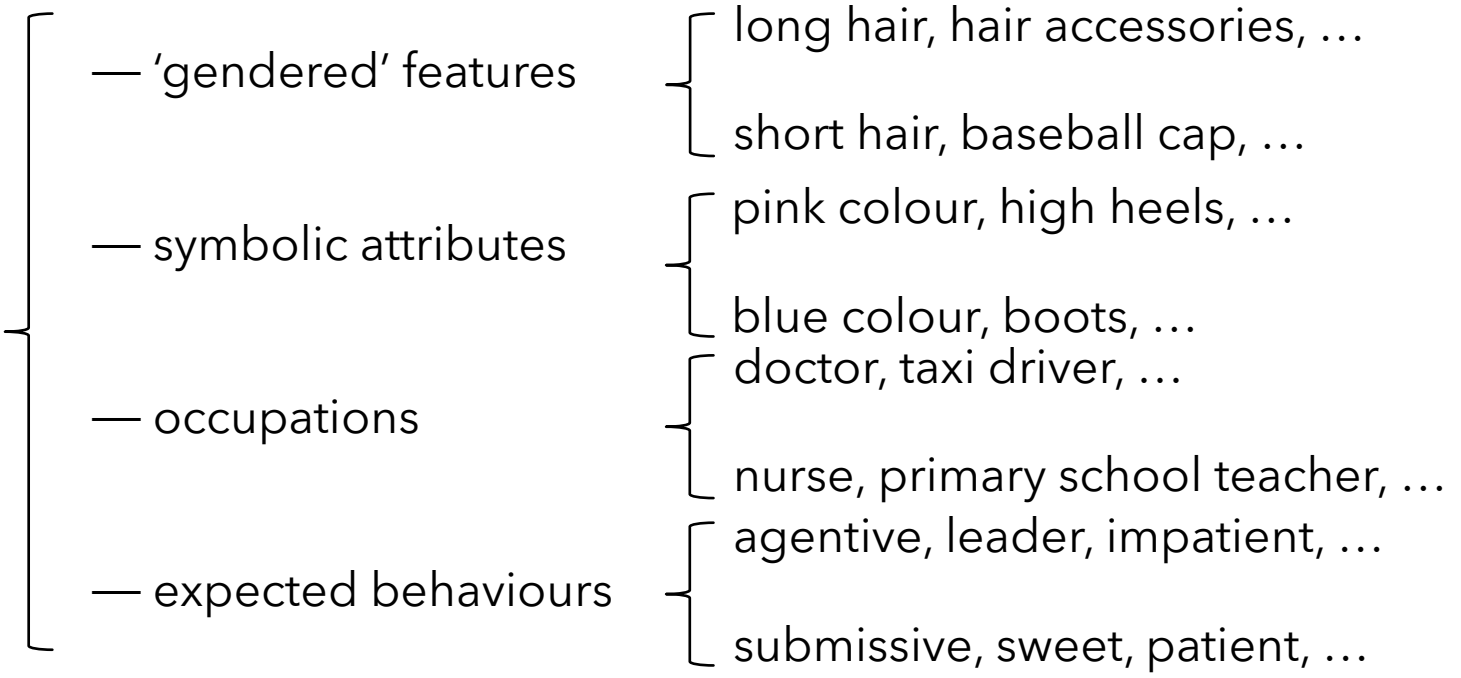


what and whose are the attributes shown?

What is represented?

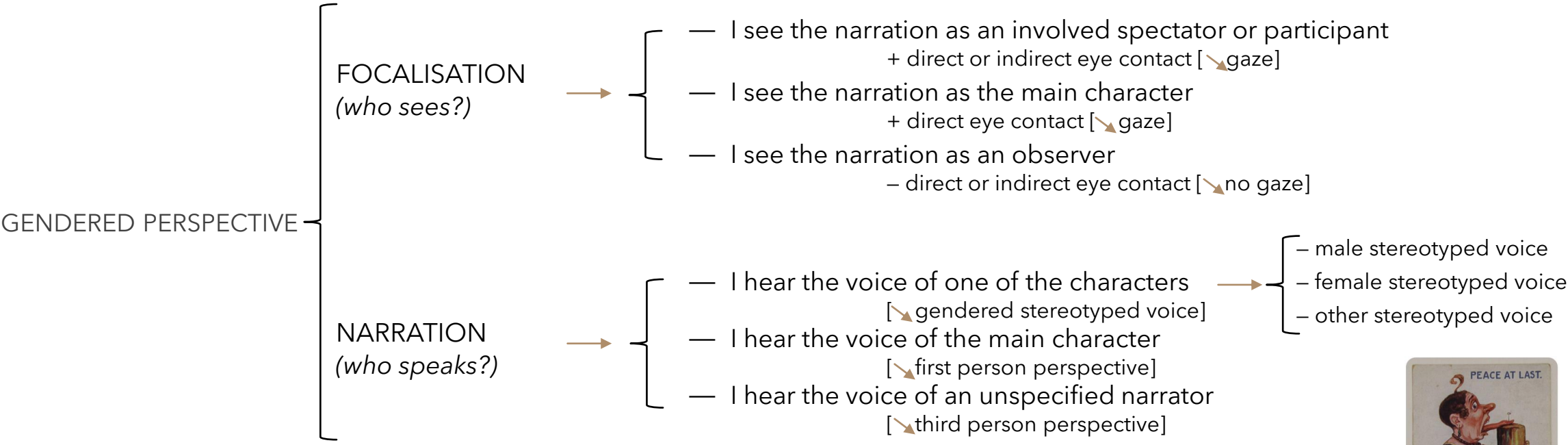
GENDER REPRESENTATION OPTIONS

STEREOTYPICAL (BINARY)
GENDER REPRESENTATION



Whose perspective is it?

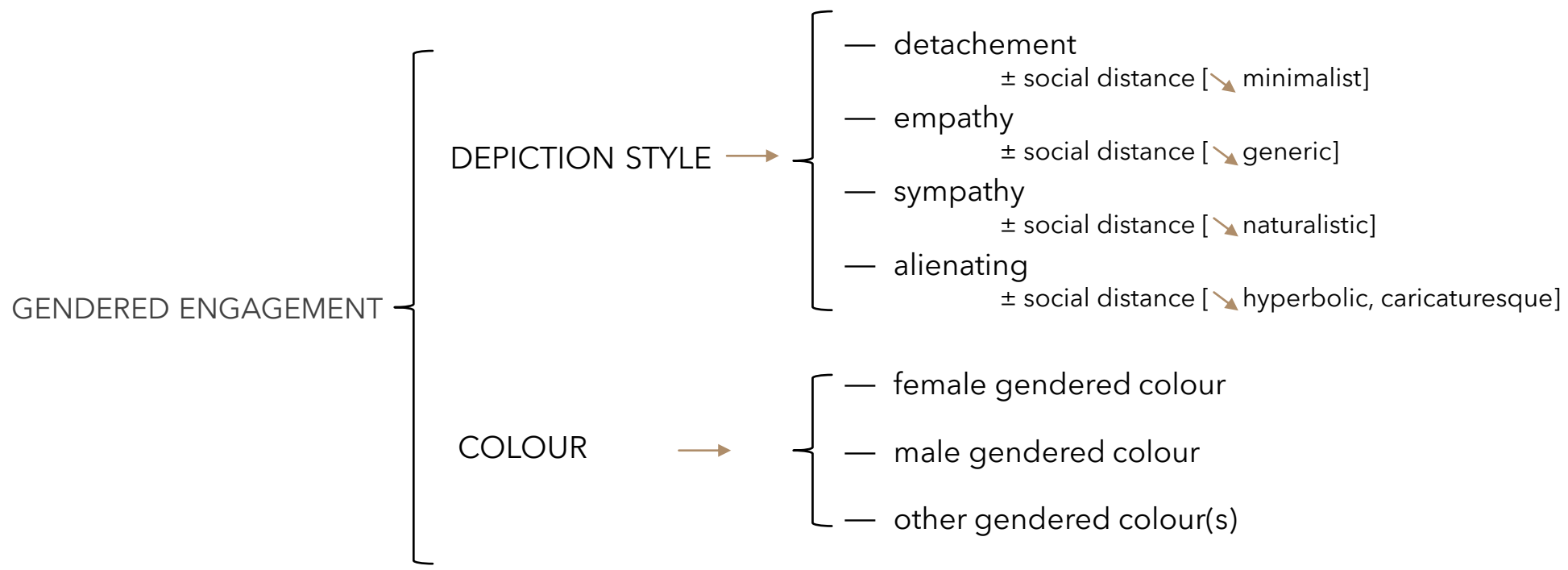
GENDERED FOCALISATION AND NARRATION OPTIONS



System network based on Fludernik (2009) and Painter, Martin & Unsworth (2013)

How engaging is the text?

GENDERED ENGAGEMENT OPTIONS



How engaging the text is? GENDERED ENGAGEMENT OPTIONS

detached appreciative
(minimalist style)



"The Magura cave" by Plamen Stoev is licensed under [CC BY-NC-ND 2.0](https://creativecommons.org/licenses/by-nc-nd/2.0/)

<https://search.creativecommons.org/photos/be23278a-93ed-49cc-9fd2-90d79c4951b1>

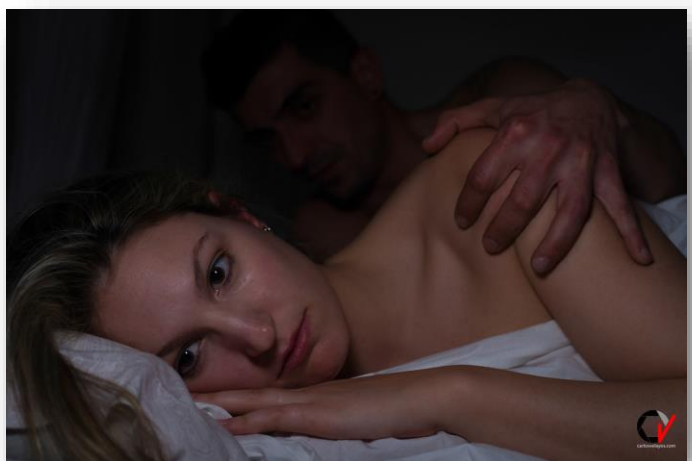
empathetic
(generic style)



"DSC_5152" by Trishhhh is licensed under [CC BY 2.0](https://creativecommons.org/licenses/by/2.0/)

<https://search.creativecommons.org/photos/71cf1913-7a98-4c7e-af74-55c6f93e4984>

personalising
(naturalistic style)



"Durmiendo con su Enemigo. Violencia de Género /Gender Violence." by Carlos Velayos is licensed under [CC BY-NC-ND 2.0](https://creativecommons.org/licenses/by-nc-nd/2.0/)

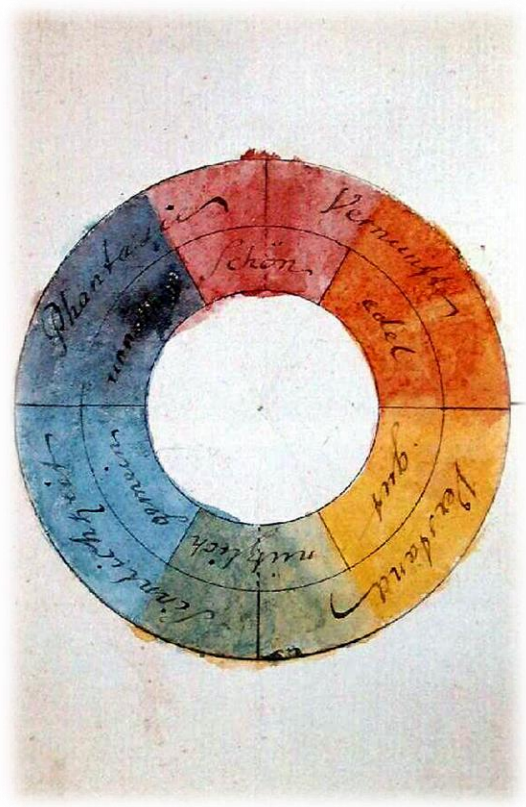
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alienating (hyperbolic, caricaturesque style)



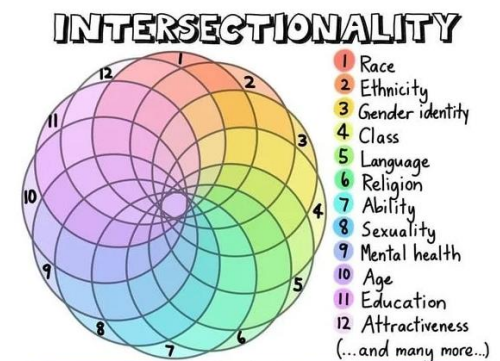
<https://collections.womenslibrary.org/uk/museum/museum-object/973764/>

“Allegorical, Symbolical, Mystical Use of Colour” in Goethe's *Theory of Colours*. Inscription: (Inner Ring) [Red] → “Beautiful” [Orange] → “Noble” [Yellow] → “Good” [Green] → “Useful” [Blue] → “Mean” [Violet] → “Unnecessary”; (Outer Ring) [Red-orange] → “Reason” [Yellow-green] → “Understanding” [Green-blue] → “Sensuality” [Violet-red] → “Imagination”.



Colour is a semiotic resource like others: regular, with signs that are motivated by their constitution by the interests of the makers of the signs, and not arbitrary or anarchic.

(Kress & van Leeuwen 2002: 345)



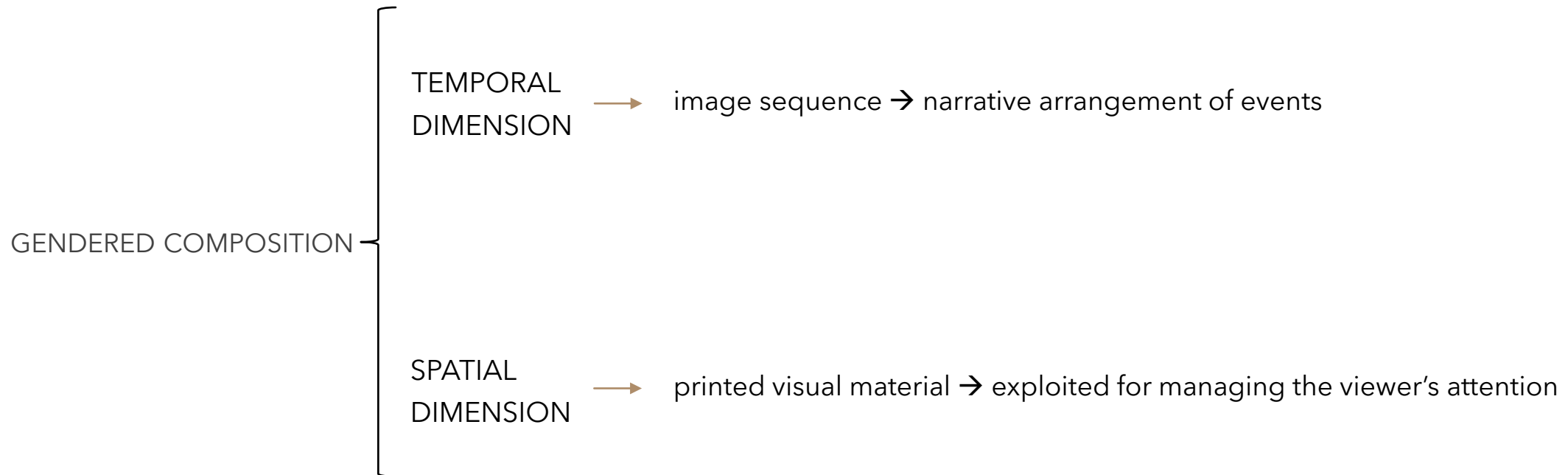
Intersectionality is a lens through which you can see where power comes and collides, where it locks and intersects. It is the acknowledgement that everyone has their own unique experiences of discrimination and privilege.
 - Kimberlé Crenshaw -

https://es.wikipedia.org/wiki/Teor%C3%ADa_de_los_colores#/media/Archivo:Goethe,_Farbenkreis_zur_Symbolisierung_des_menschlichen_Geistes-_und_Seelenlebens,_1809.jpg

<https://lens.monash.edu/@politics-society/2021/05/17/1383216/idahobit-day-queer-symbolism-and-showing-your-true-colours>

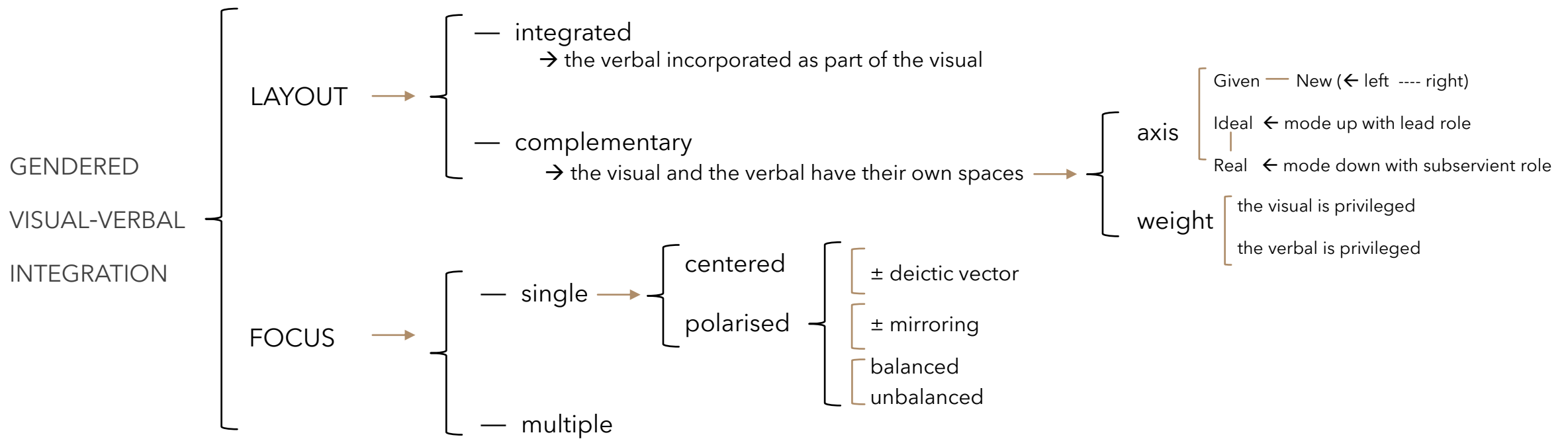
How is the text organised?

GENDERED COMPOSITION OPTIONS



How is the text organised?

GENDERED VISUAL-VERBAL INTEGRATION OPTIONS



REFERENCES

- Elorza, I. (2022). Ideational construal of male challenging gender identities in children's picture books. In Moya-Guijarro, A.J. and Ventola, E. (Eds.), *A Multimodal Approach to Challenging Gender Stereotypes in Children's Picture Books*. London and New York: Routledge, 42-68.
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