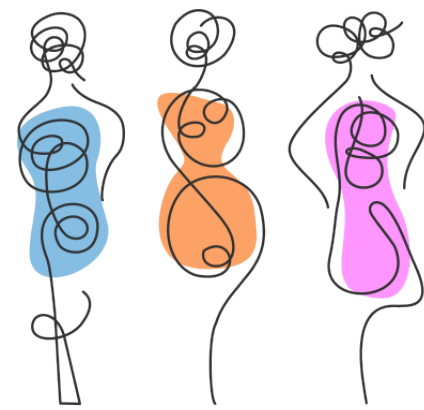


LCM 7 toolkit

OVERCOMING GENDER STEREOTYPES IN COMMUNICATION



EPF
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FEMININE



OVERCOMING GENDER STEREOTYPES AND COMBATING ALL FORMS OF DISCRIMINATION IN COMMUNICATION

The communication industry has a significant impact on social perceptions.

Gender stereotypes and disparities are perpetuated through media, publishing, marketing.

Power and money allow the communication industry to reach large masses of people and make it "natural" to construct the patriarchal socio-cultural narrative based on discrimination about gender, ethnicity, age, disability, class, sexual orientation, religion...

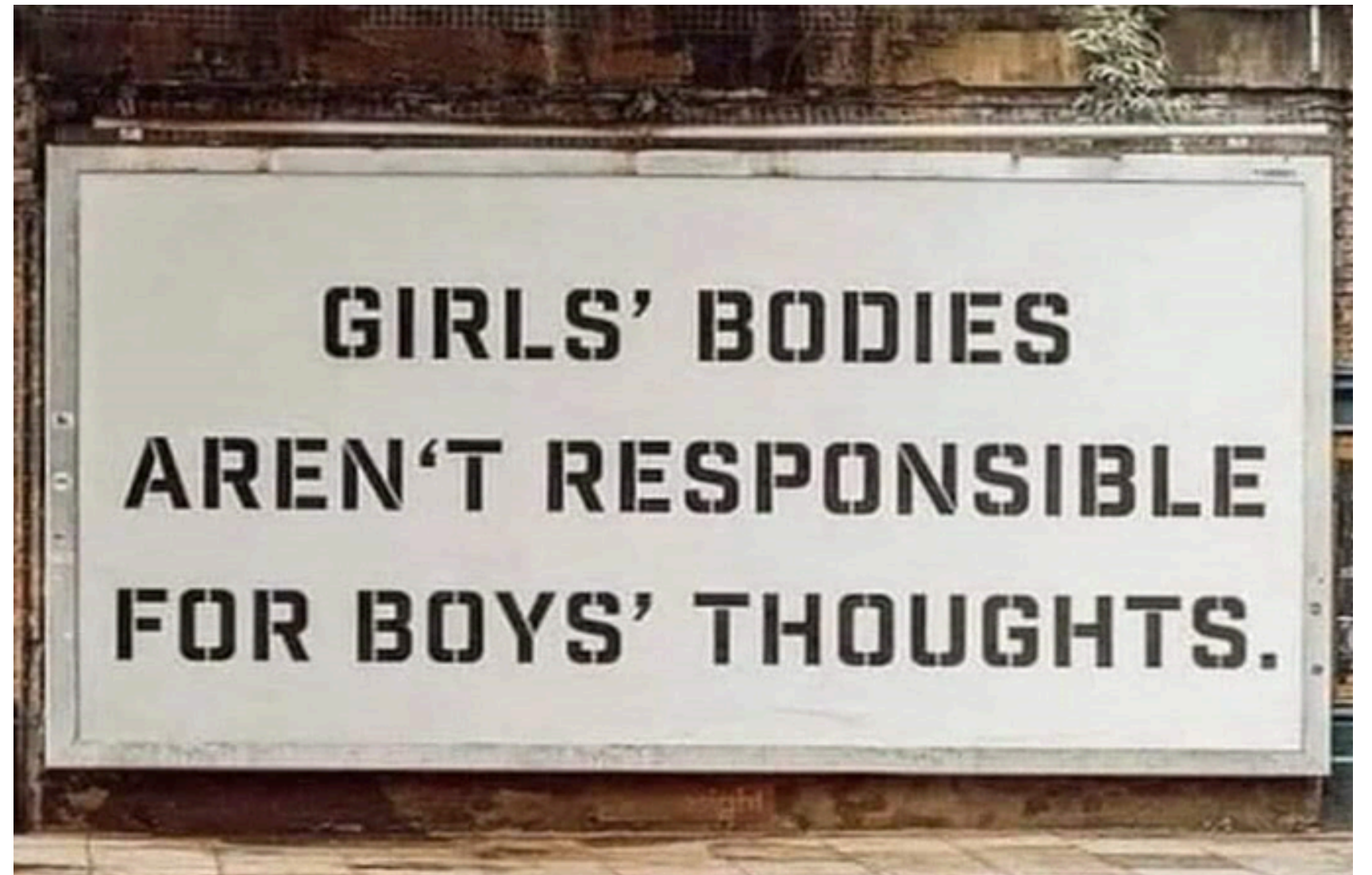


Difficult to counter the power and pervasiveness of this narrative, but there are

GOOD COMMUNICATION PRACTICES

that tenaciously and creatively oppose it, generating other narratives and forms of communication.

CREATIVITY AND ARTIVISM OF WOMEN AGAINST GENDER STEREOTYPES AND DISCRIMINATION



LA LOTTA è FICA

curated by **CHEAP**

https://www.youtube.com/watch?v=cXWFmzcXIbQ_

CHEAP is a public art project founded by 6 women in Bologna (IT)



PARTAGE DES TACHES DOMESTIQUES ?

curated by **matilda education**

<https://vimeo.com/915142430>

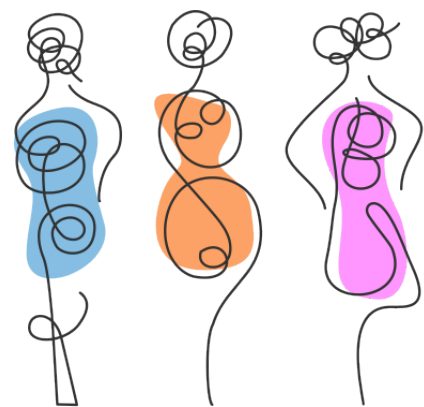
Matilda education is an educational video platform on gender equality.
A project born from Teledebut, a feminist collective from Toulouse (FR)



WOMEN WILL BE SILENT NO MORE

<https://www.youtube.com/watch?v=pPo8M0FFdK0>
an Amnesty International campaign





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beyond gender stereotypes