

about the project

AIMS

- TO TACKLE GENDER-BASED STEREOTYPES THAT CREATE GENDER INEQUALITIES
- TO EMPOWER YOUNG ADULTS TO CREATE AUDIOVISUAL PRODUCTS THAT CONVEY POSITIVE MESSAGES OF INCLUSION

ACTIONS

- INVESTIGATING THE PRODUCTION AND NARRATIVE STRATEGIES UNDERLYING THE REPRESENTATION OF GENDER-RELATED ISSUES IN SERIAL DRAMAS
- UNDERSTANDING THE INFLUENCE OF SERIAL DRAMAS ON YOUNG ADULTS' AWARENESS OF/ENGAGEMENT WITH GENDER-RELATED ISSUES
- DEVELOPING AN EDUCATIONAL TOOLKIT TO USE SERIAL DRAMAS AS A TEACHING TOOL ON GENDER-RELATED ISSUES
- PROVIDING GUIDELINES AND POLICY RECOMMENDATIONS ADDRESSING EU AND NATIONAL INSTITUTIONS TO ENHANCE MEDIA LITERACY IN SCHOOL CURRICULA

TARGET GROUPS

HIGH SCHOOL STUDENTS | TEACHERS AND TRAINERS
CREATIVE AND CULTURAL INDUSTRIES
ACADEMIC SCHOLARS | POLICY MAKERS
GENERAL PUBLIC

COUNTRIES



CONSORTIUM



PRINCIPAL INVESTIGATOR

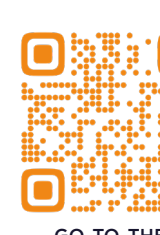
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communication

GOAL

SPREADING AN INCLUSIVE CULTURE
THROUGH SELF-PRODUCED COMMUNICATION
INITIATIVES AIMED AT DISSEMINATING
AND EXPLOITING THE PROJECT RESULTS

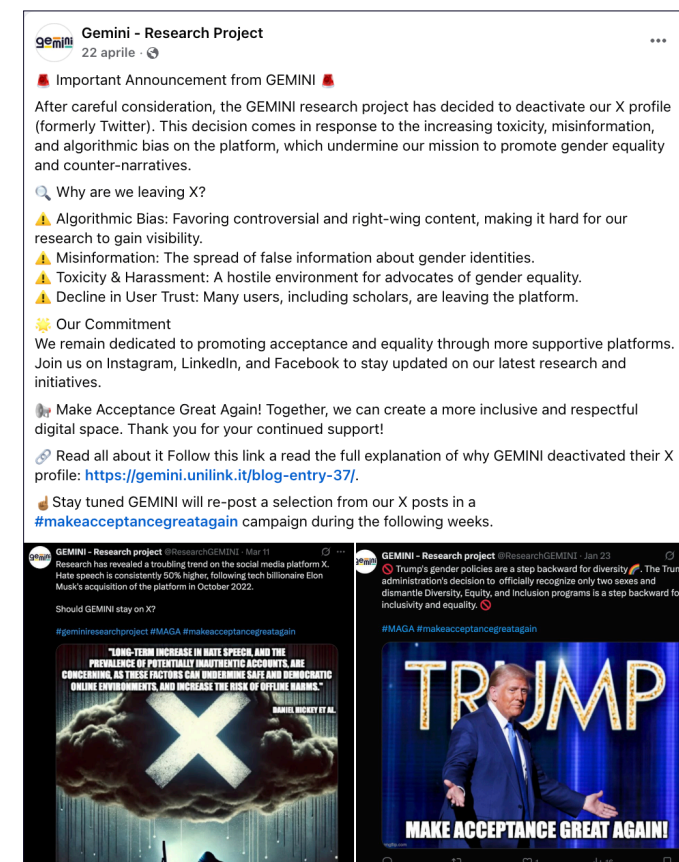
TOOLS



GO TO THE
WEBSITE

NUMBERS

KPIs: OVER 88K
[VISITS | VISITORS | REACH | VIEWS]
2 NEWSLETTERS
39 GEMINI SHORTS
8 SHORT DIGITAL VIDEOS



knowing & understanding

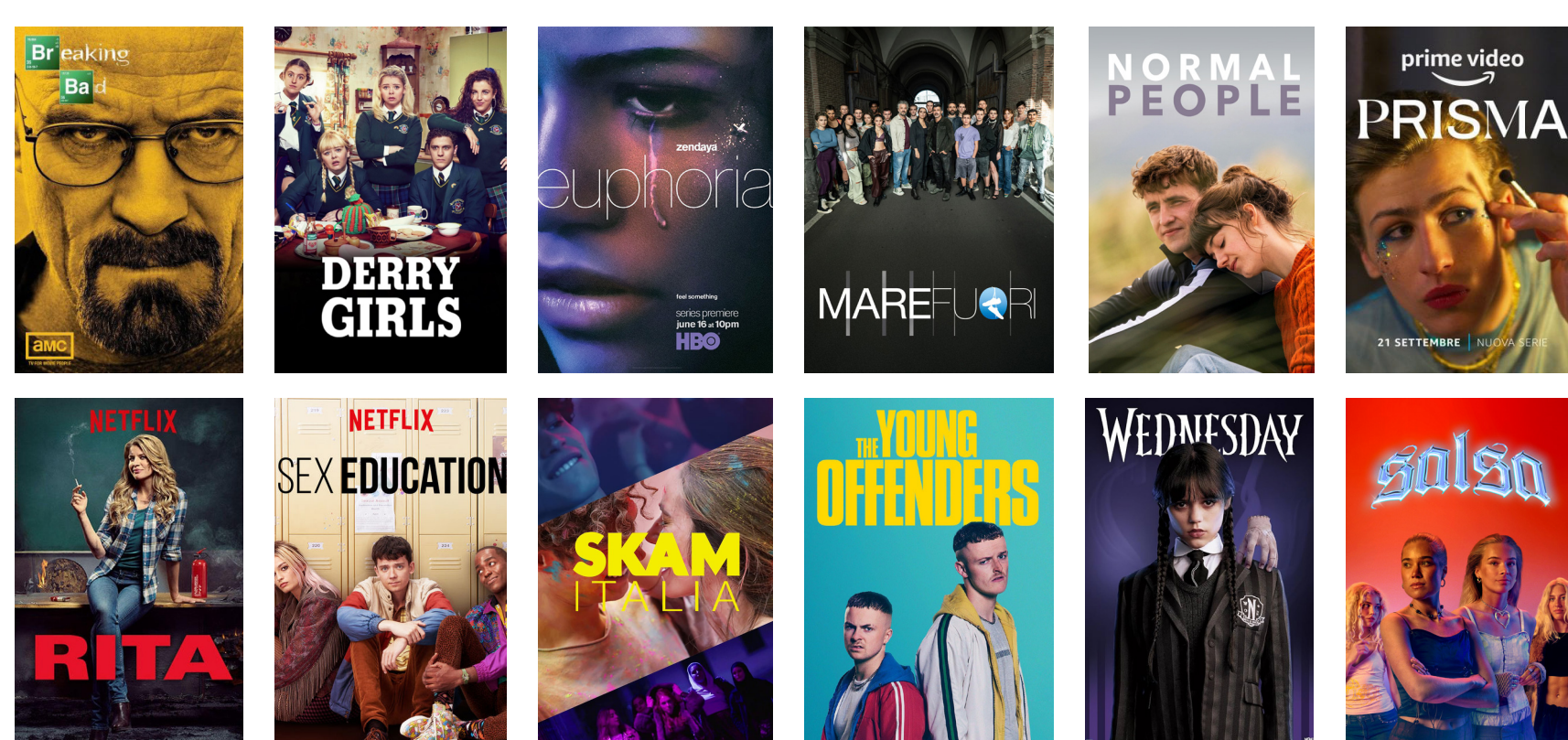
IN-DEPTH INTERVIEWS WITH CCI

- FRAGMENTED YOUTH AUDIENCES**
THERE'S NO SINGLE "YOUTH" AUDIENCE
AND AUDIOVISUAL MEDIA OFTEN STRUGGLES TO CAPTURE THIS COMPLEXITY
- AUTHENTICITY VS. INDUSTRY CONSTRAINTS**
PROFESSIONALS SEEK REAL STORIES
BUT COMMERCIAL DEMANDS OFTEN INTERFERE TO REACH BROADER TARGETS
- INCLUSIVE REPRESENTATION NEEDS PROCESS**
IT REQUIRES EXPERTS' INPUT AND YOUTH PARTICIPATION
WITHIN THE WRITERS' ROOMS

FOCUS GROUPS WITH HIGH SCHOOL STUDENTS

- STEREOTYPES: FROM REJECTION TO ACCEPTANCE**
STUDENTS ARE HIGHLY AWARE OF GENDER STEREOTYPES
SPREAD BY SERIAL DRAMAS. SOME REJECT THEM,
OTHERS ACCEPT THEM IF REFLECTING REAL-LIFE EXPERIENCES
- AUTHENTICITY VS. FORCED INCLUSION**
STUDENTS APPRECIATE WHEN DIVERSITY IS EMBEDDED NATURALLY
IN THE PLOT, WITHOUT MORALIZING OR DELIVERING LESSONS
- SOCIAL IMPACT, PERSONAL DISTANCE**
SERIAL DRAMAS ARE PERCEIVED AS DRIVERS OF SOCIAL CHANGE,
YET STUDENTS RESIST DIRECT PERSONAL INFLUENCE,
QUOTING VARIOUS MEDIATING FACTORS

MIXED METHODS APPROACH



SERIAL DRAMAS' CONTENT ANALYSIS

- LIBERAL APPROACHES TO HOMOSEXUALITY AND COMING-OUT-SCENES**
POPULAR NARRATIVE INTEGRATION
OF DIVERSE SEXUAL ORIENTATIONS CONTRIBUTES
TO NATURALISING DISCOURSES ON GENDER AND SEXUALITY
- CRITICAL APPROACHES TO TOXIC MASCULINITY**
FROM THE PROBLEMATIC CONSTRUCTION OF ALPHA-MALE,
TO THE "BRO-MENTALITY"
AND THE AESTHETICISED VIOLENCE
- NEGOTIATED APPROACHES TO STEREOTYPICAL REPRESENTATIONS**
DEPICTION OF UNCONVENTIONAL FEMALE CHARACTERS
AND CONSTRUCTIVE INCLUSIONS
OF TRANSGENDER OR NON-BINARY IDENTITIES

SEMI-STRUCTURED INTERVIEWS WITH TEACHERS

- SERIAL DRAMAS AS GENERATIONAL BRIDGE**
TEACHERS USE SERIAL DRAMAS TO OPEN UP DISCUSSIONS WITH STUDENTS,
FOSTERING MUTUAL UNDERSTANDING ACROSS GENERATIONS
- PERSONAL ENGAGEMENT VS. INSTITUTIONAL GAPS**
TEACHERS ARE WILLING TO ADDRESS GENDER TOPICS,
BUT LACK FORMAL TRAINING AND INSTITUTIONAL SUPPORT
- POTENTIAL MEETS RESISTANCE**
BARRIERS LIKE COPYRIGHT, LACK OF RESOURCES AND PARENTS' RESISTANCE
LIMIT IMPLEMENTATION OF SERIAL DRAMAS AS A TEACHING TOOL

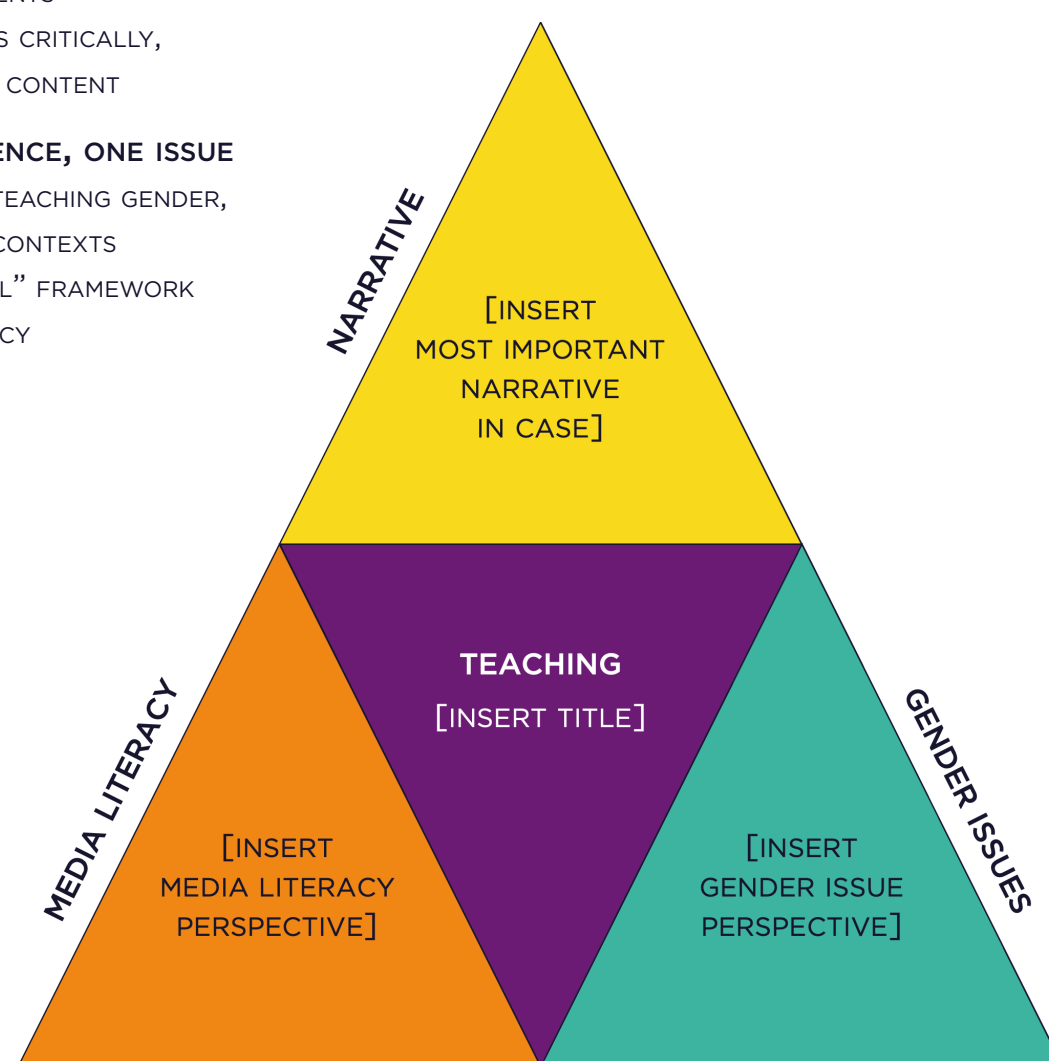
SURVEY ADDRESSING HIGH SCHOOL STUDENTS

- SERIAL LIVES AND GLOCAL HABITS**
SERIAL DRAMAS ARE PART OF TEENS' EVERYDAY LIVES. SHAPED BY PLATFORM
ALGORITHMS AND PEER INFLUENCE, THEIR CONSUMPTION REFLECTS
BROADER EXPLORATIONS OF IDENTITY AND SOCIAL ISSUES
- HIGH AWARENESS VS. LOW ENGAGEMENT**
WHILE STUDENTS ACKNOWLEDGE THE SOCIAL RELEVANCE OF GENDER ISSUES,
THEIR PERSONAL INTEREST REMAINS LIMITED, LEADING TO LOW PARTICIPATION
IN GENDER DISCOURSE, BOTH IN SCHOOL AND BEYOND
- A MATTER OF EMOTIONAL INFLUENCE**
THE PERCEIVED INFLUENCE OF SERIAL DRAMAS ON GENDER TOPICS IS MOSTLY
EMOTIONAL, REINFORCING EXISTING VIEWS MORE THAN CHANGING THEM

from research to action

SERIAL DRAMAS AS MEDIA LITERACY TOOLS

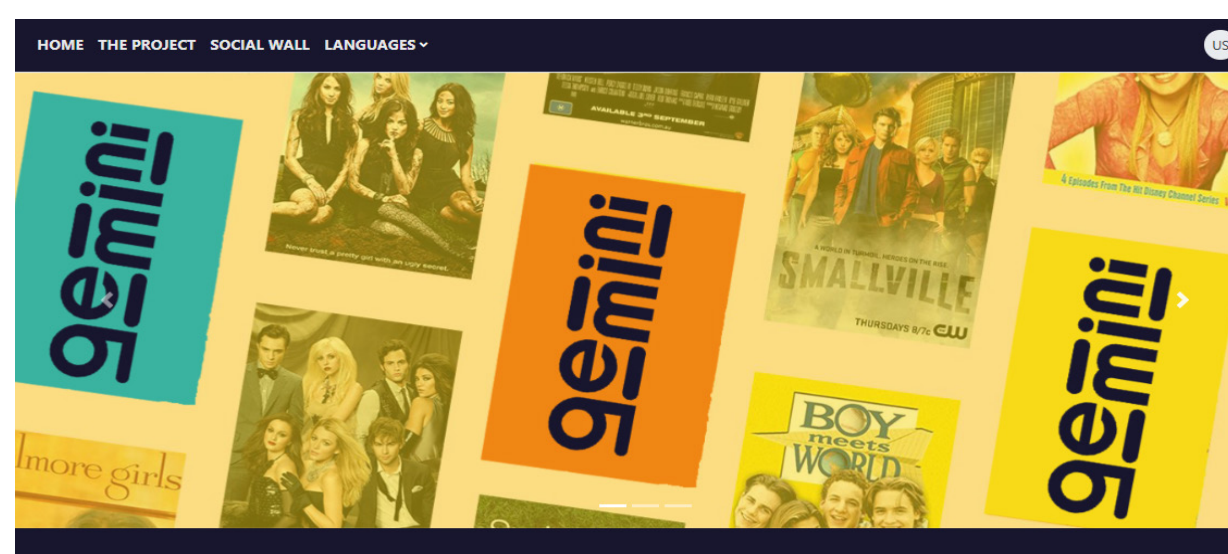
- THE PEDAGOGICAL TRIANGLE**
COMBINING TEXT, MEDIA LITERACY AND GENDER ISSUES,
THIS MODEL ENABLES STUDENTS
TO EXPLORE GENDER TOPICS CRITICALLY,
STARTING FROM NARRATIVE CONTENT
- ONE SCENE, ONE SEQUENCE, ONE ISSUE**
A FOCUSED APPROACH TO TEACHING GENDER,
ADAPTABLE TO DIFFERENT CONTEXTS
THROUGH A "CASE-NEUTRAL" FRAMEWORK
THAT BLENDS MEDIA LITERACY
AND GENDER EDUCATION



training & piloting

THE GEMINI E-PLATFORM

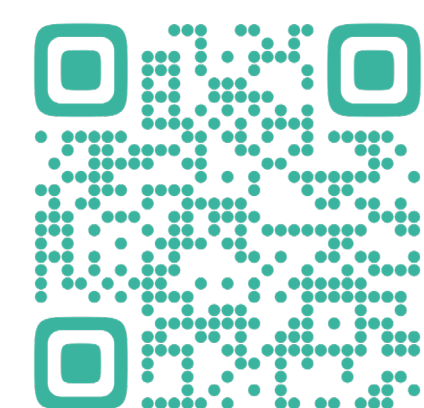
- GOALS**
RAISING YOUNG ADULTS' AWARENESS OF GENDER-RELATED ISSUES
AND ENGAGING THEM AS GENDER EQUALITY AMBASSADORS IN THEIR DAILY LIVES
BY PROVIDING HIGH SCHOOL STUDENTS AND TEACHERS
WITH TOOLS FOR A DEEP ANALYSIS OF GENDER-RELATED ISSUES
THROUGH THE LENS OF SERIAL DRAMAS
- THE EDUCATIONAL TOOLKIT**
UNIT 1: RECOGNIZE THE MOST RECURRENT GENDER STEREOTYPES
AND DETECT HOW SERIAL DRAMAS DEAL WITH THEM
UNIT 2: LEARN THE BASICS OF SERIAL DRAMAS' LANGUAGES AND FORMATS
UNIT 3 & 4: APPROACH THE WRITING AND NARRATION TECHNIQUES OF SERIAL DRAMAS



SCREENWRITING CONTEST

PARTICIPANTS
12 HIGH SCHOOLS
FROM ITALY, BULGARIA AND IRELAND

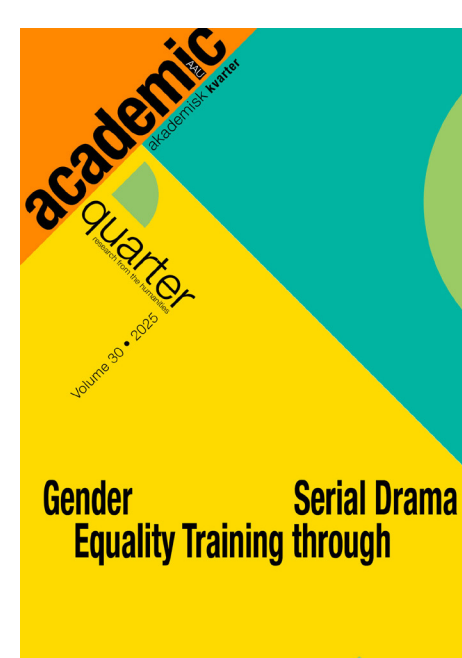
THE WINNING SCRIPT
MISMATCH: BEYOND THE RULES
LICEO LUCIO ANNEO SENECA, ROMA
ISTITUTO SAN GIOVANNI BATTISTA, ROMA



TAKE A LOOK
AT THE WINNING TEASER
AND THE FINALIST ONES

dissemination & exploitation

PUBLICATIONS & CONFERENCES



UPCOMING BOOK

YOUNG ADULTS, GENDER ISSUES
AND SERIAL DRAMAS.
RESEARCH-ACTION APPROACHES
TO CONSUMPTIONS, PATTERNS
AND TEACHING
IN THE EUROPEAN MEDIASCAPES
EDITED BY MARICA SPALLETTA,
KIM TOFT HANSEN
AND VALENTINA RE
EDINBURGH UNIVERSITY PRESS
2026

NUMBERS

12 SCHOLARLY CONTRIBUTIONS ON JOURNALS AND BOOKS
34 PRESENTATIONS AT ACADEMIC CONFERENCES
2 GEMINI PANELS (MEDIA INDUSTRIES CONFERENCE 2024 + ICREA 2024)
10 UPCOMING PRESENTATIONS IN NATIONAL/INTERNATIONAL CONFERENCES



GEMINI-SCAPES

Link Campus University
Rome, 10-11 April 2025

DETECTING THE INTERPLAY
BETWEEN SERIAL DRAMAS, GENDER ISSUES
AND EUROPEAN YOUNG AUDIENCES

INTERNATIONAL FINAL CONFERENCE

- PARTICIPANTS**
2 KEYNOTE SPEECHES
ROUNDTABLE WITH CCI AND CIVIL SOCIETY
CONTEST AWARD CEREMONY
15 PARALLEL SESSIONS
58 PAPERS
106 SCHOLARS AND PROFESSIONALS FROM 13 EU COUNTRIES
41 HIGH SCHOOLS' TEACHERS AND STUDENTS
- COMMUNICATION SOME CAMPAIGN**
#GEMINISCAPES2025 OFFICIAL HASHTAG
PRE-EVENT PROMOTION, REAL-TIME COVERAGE,
AND POST-EVENT DISSEMINATION
18K VIEWERS
- EXPLOITING**
SPECIAL ISSUE OF MEDIASCAPES JOURNAL

THE GEMINI OBSERVATORY ON GENDER EQUALITY & DIVERSITY IN AUDIOVISUAL MEDIA

- GOAL**
PROMOTING AND DISSEMINATING RESEARCH ON GENDER EQUALITY, INCLUSION,
AND ADVANCING DIVERSITY IN THE AUDIOVISUAL SECTOR
- ACADEMIC COLLABORATION**
JOINT RESEARCH INITIATIVES WITH INTERNATIONAL AND NATIONAL PROJECTS
- PROFESSIONAL NETWORK**
COLLABORATIONS WITH CREATIVE AND CULTURAL INDUSTRIES,
AUDIOVISUAL PROFESSIONALS AND CIVIL SOCIETY ORGANIZATIONS
- DISSEMINATION ACTIVITIES**
RESEARCH REPORTS & PUBLIC EVENTS



le Contemporance