

1<sup>st</sup> Interdisciplinary Workshop  
**Culture, Gender and Globalization**  
October 11<sup>th</sup>-12<sup>th</sup> 2018

Confucius Institute of University of Geneva  
Villa Rive-Belle  
Route de Lausanne 266A, 1292 Chambésy  
Geneva, Switzerland



Institute for Gender Studies of University of Geneva

Confucius Institute of University of Geneva



School of Journalism and Communication of Tsinghua University

**October 11<sup>th</sup> 2018**

**9:30 – 10:00 Welcome & Registration**

**10:00 – 10:30 General presentation by organizers**

**10:30 – 12:00 SESSION 1 Masculinity in Cultural Sphere**

**ATERIANUS-OWANGA Alice, University of Lausanne**

From 'Goorjigeen' (Effeminate Man) to 'Goor Dëgg' (Real Man): Moving Senegalese Masculinities through Sabar Dances in Diaspora

**GUO Yuqi, Tsinghua University**

Neo-straight movement in China: a discourse analysis of male oriented media platform

**YAN Yan, University of College Dublin**

The Uncompromising Maturity: An Analysis on Masculinity in the Chinese TV Serial Old Boy

**12:00 – 13:30 Lunch time**

**13:30 – 15:00 SESSION 2 Gendering Identities**

**CHEN Yali, University of Geneva**

Gendering Acculturation: Hybrid Identities of Chinese Women in Switzerland

**LI Yijun, Huazhong, University of Science and Technology**

Tibetan Female in Contemporary China: Re-negotiating the Cultural Identity of Tibet in Ethnicity, Nationality and Globality

**PORRET Anastasia-Athénaïs, University of Paris Diderot 7**

Religious, Gendered and Cultural Re/Presentations in a Globalized Context: Reflecting on the "Transgressive" Experiences of French and Irish Female Converts to Islam

**15:00-15:20 Coffee Break**

**15:20 – 16: 50 SESSION 3 Gender Governmentality within public and private contexts**

**FUCHS Brigitte, University of Vienna**

Gender (as) Governance: Gender Sensitive Poverty Reduction as Twenty-First Century Liberal Maternalism?

**HIRSCH René, Independent Researcher**

Historical Parallels Between Procreative Knowledge, Gender Roles, and Worldviews

**TAO Yichen, Ewha Woman's University**

An Analysis of the Rural-urban Migration in China and Sex Education of Left-behind Children in Rural Areas

**October 12<sup>th</sup> 2018**

**9:30 – 12:00 SESSION 4 Media and Female Images in Global Culture**

**CHANG Jiang, Tsinghua University**

Empowerment through Craziess : The German TV Series *Knallerfrauen* and Its Female Viewers in China

**TIAN Hao, Tsinghua University**

Female Webcast Host of Competition Video Game in China: A Case Study of *Arena of Valor*

**WANG Moyu, Communication University of China & PENG Feiyuan, University of International Relations**

The Transition of Female Images in Chinese Advertisements: Illustrated by Cases of Female Images in Award-winning Advertisements since the Founding of the PRC

**12:00 – 13:30 Lunch time**

**13:30 – 14:30 Conclusion**