

**Sarojini Naidu Centre for Women's Studies**

**Organised**

**A Special Lecture Series**

**by**

**Prof. Jorge Garcia Marin**

**(Visiting Professor, SNCWS)**

**(Department of Sociology, University Santiago Compostele, Spain)**

**Topics of the Lectures:**

1. *The Advertising Image of Women in Spain*
2. *Adolescence and Male Domination: Analysis of Female Images in Video Games.*
3. *Cultural Capital, Gender and use of Different Video Games by Spanish Adolescents*
4. *New Masculinities in Spain*
5. *Valedictory Address and Distribution of Participation Certificates.*

The Sarojini Naidu Centre for Women's Studies, Jamia Millia Islamia successfully organised a Special Lecture Series. The special lectures were delivered by a renowned Professor from Department of Sociology, University Santiago Compostele (Spain), **Prof. Jorge Garcia Marin**. Prof. Sabiha Hussain, the Director of the Centre welcomed the guests and introduced the speaker to the audience. In the lectures, Prof Jorge Garcia Marin spoke about the way women were projected in advertisements and video games in Spain. He spoke about the normalization of traditional gender roles in the media in Spain. He also spoke about the role hegemonic masculinity plays in such projection and how slowly it is changing with the emergence of new masculinities there in which men recognise their responsibility to bring change and gender equality in society. All his lectures were interactive and he sought a comparison between Spanish and Indian society with respect to gender stereotypes and their projections in media.

These special lectures were organised from 27<sup>th</sup> February to 7<sup>th</sup> March 2017 and all the lectures except the valedictory session were held at Conference Hall, Indo Arab Cultural Centre, Jamia Millia Islamia. The valedictory session was held at the Noam Chomsky Complex, Jamia Millia Islamia. These lectures were hugely attended by faculty and students from within and outside the university.

Prof. Jorge Garcia Marin also delivered a lecture each at Department of Sociology and Centre for Spanish and Latin American Studies in Jamia Millia Islamia apart from the lecture series.

He further visited a few civil society organisations working on women issues in Delhi for getting exposure on gender issues in India.