

Proyecto 'Cultura emocional e identidad'

Subproyecto 2: Narrativas mediáticas

Project: Living Identities: an Analysis of Bodily Languages in Emotions

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Description: The aim of this research is to improve the understanding of the role of emotions in contemporary society, with a special concern for the construction of women's identity. This aim is not meant as a general abstraction or a conceptualization, but it will be pursued through the analysis of a precise part of visual culture, such as images in magazines, advertisements, etc. These elements are rich texts capable of giving information about the social representation of a society.

A second goal of the project is directly connected to the social repercussions of these findings to awaken responsibility among lay people, especially women. Examining women's engagement in the psychological violence used in the world of communication against the female image (in fashion in particular, but also in commercials in general) forms a third aspect of the project. With this research, I hope to uncover tools that form and strengthen women's identity with critical attitude towards stereotypes and the world of fashion.

Special attention will be paid to the ways in which images enter the process of embodiment and exert an influence on it (by helping or hindering it). Different sources will be used (magazines, newspapers, blogs, websites, television). To reach these goals I will carry out a historical and cultural analysis of the role of emotions in the embodiment of femininity and of their link with processes of identity formation, through 1) desk analysis and 2) fieldwork.

1) Desk analysis will consist of:

- An examination of the literature on the role of emotions in embodiment and image perception used to interpret collective representations of the body and desirable lifestyles as shown in the media.

2) Fieldwork will be articulated in:

- A survey of articles from magazines and newspapers

- Ethnographic research and interviews (in-depth and focus group) carried out in Spanish to professionals working in the advertising sector and adult women (18-60 years) who are readers/buyers of women's magazines, newspapers.