
Introduction

We would like to present *Quaderns del CAC* issue 45, solely dedicated to the theme of **Communication, media and gender**, which aims to highlight problematic gender disparities that the Catalan Audiovisual Council (CAC) has been observing through continuous systematic analysis.

Research into communication and gender has been extensive, with particularly relevant contributions over the last four decades. Research into the role of the woman in the media and their representation in its content has contributed to highlighting the disparities, their manifestations and consequences, and has provided a platform for new perspectives on this complex topic. Despite this thorough research, the theme continues to provoke interest and be a central focus of social debate. With the papers that make up this issue, both established and original contributions providing different perspectives, we wish to enrich this debate.

We invited **Clàudia Álvares**, lecturer at Lusófona University, Lisbon, to contribute as the crossover between gender studies and means of communication constitutes one of her main research projects. The idea came about during her role as ECREA (European Communication Research and Education Association) president, the most international European association in the field of communication. Her article *Gendered Media Representations beyond Television: Charting Stereotypes Then and Now*, systematically tackles the debates which arise when the media effects theory meets gender studies. It also explores the changes in gender stereotypes and their representation in the world of television and incorporates an up-to-date view of the online construction of such stereotypes. The article concludes by emphasising the need for a regulation of the online universe, where discriminatory and misogynistic contents are found in abundance.

Laura Rodas and **Mònica Gasol Tost's** article, *Reporting on Gender-based Violence. Context and evolution* makes use of empirical data spanning over fifteen years, systematically collected by the CAC, regarding the portrayal of violence against women in television. It provides a solid reflexion on the evolution of the concept and its regulation, monitoring how this evolution has been handled in television and how it has been analysed. The text also extends this observation to the sphere of audiovisual content online, an area of growing influence which often escapes the scrutiny of regulatory bodies and acts as a platform for circulating discriminatory contents.

Nuria Araüna, Iolanda Tortajada and Cilia Willem have also contributed their article, *Feminist discourses and videos by Youtubers: limits and horizons of I-centric politicization*, studying one of the more representative online audiovisual manifestations: youtubers. The text examines how recognised female youtubers integrate gender inequality discourses into their videos. The systematic analysis reveals that the videos act as a form of empowerment which, although it has its limits, contrasts some of the online discriminatory practices expressed in the previous article.

Mònica Gasol Tost, Carles López, Carmina Puig Sobrevals and Isabel Sánchez, in *The Presence of Gender Stereotypes in Toy Advertising. Two decades of analysis*, use data from twenty years of studies performed by the CAC concerning gender stereotypes in the television advertisement of children's toys. This allows them to carry out a longitudinal evaluation regarding the presence of these stereotypes and their evolution over time. From this study, consequences of the persistence of the phenomenon are revealed, as well as elements which contribute to its transformation. The article also tackles the analysis of data from the last study carried out on the same subject, which considers the advertisement of children's toys on youtuber channels aimed at young children.

Finally, **Marina García Blanes** in her text, *The Trans Issues on TV3. Analysis of the Representation of Gender Diversity in Television Documentaries and their Reception*, focuses on studying, based on two case studies and three focus groups, how gender diversity (mainly the trans group) is represented and received in televised documentaries. The findings of this research document the degree of discrepancy between the representation derived from the audiovisual discourse and the testimonies given by trans people. The author presents a variety of recommendations in order to eliminate existing discrepancies.

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