

ONLINE TRAINING



The representation of women throughout history



In this module we will explore the narratives that characterised women throughout years, from 1960 to 2020.

We ask you to reflect on how women were often represented and how they were living their lives in reality.

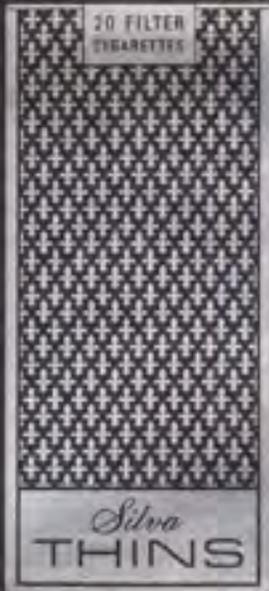
You will see that, although the mainstream narrative about women was affected by sexualisation and objectification, women's lives were indeed much more varied and complex.

ADVERTISEMENT in the '60s

Silva thins cigarettes'
advertisement, 1969.



Cigarettes are like women.
The best ones are thin and rich.



Silva Thins are thin and rich. Thin so they taste light. Lighter than other 100's. Lighter than most kings. Rich because—well, because rich is better.

Silva
THINS

Silva Thins
are thin and rich.



THE REALITY in the '60s

Protest in the UK in 1968 of women conductors demanding for equal pay



Keep her where she belongs...



Advertisement in the '70s

Weyenberg massagic shoes, 1974





The reality in the '70s

1976, Milan, women are protesting for
the abortion law

Advertisement in the '80s

National Premium Beer, Brewing
Company, advertisement in the 80s



The reality in the '80s

Rita Levi Montalcini wins the Nobel Prize in Physiology or Medicine for her work in biology, 1986



Advertisement in the '90s

Nintendo's advertisement, 1994





The reality in the '90s

Rigoberta Menchú brings to light the challenges of peasants in Guatemala and advocates for justice for the victims of the Mayans' genocide, she was awarded with the nobel prize for peace in 1992.

Advertisement in the 2000s

Burger King, 2009.



IT JUST TASTES BETTER 

IT'LL BLOW YOUR MIND AWAY

   **\$6.25 MEAL**

BK SUPER SEVEN INCHER

Fill your desire for something long, juicy and flame-grilled with the NEW BK SUPER SEVEN INCHER. Yum for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.

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Advertisement in the 2010s

Dolce & Gabbana, 2015



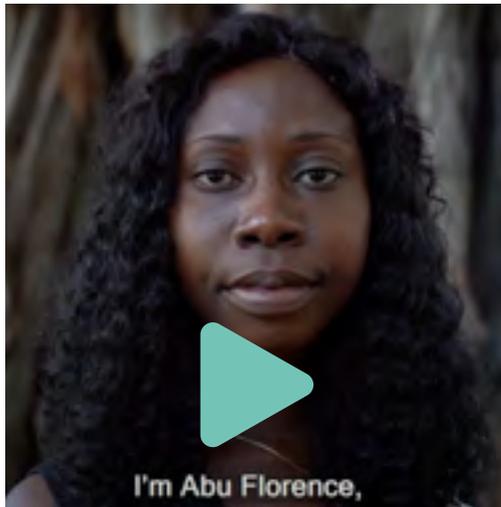
The reality in the 2010s

The #MeToo movement starts in 2017, thousands of women report the harassment they have experienced.

Of course, luckily, the one in advertisement is not the only representation of women, but unfortunately, especially in the past, it was the mainstream narrative.

Women have always struggled to claim for a more real and truthful representation and they often found ways to self-represent.

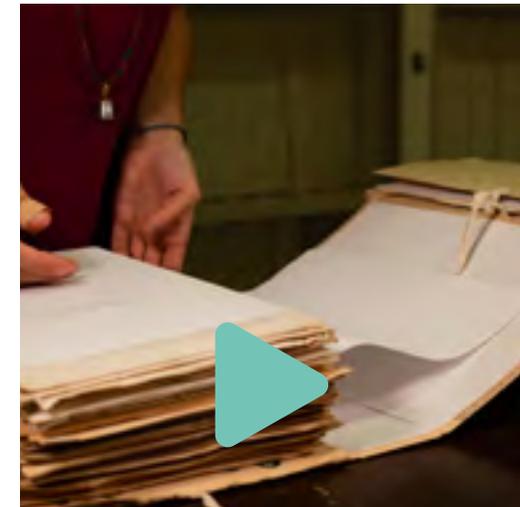
Here some successful examples:



Abu Florence: from victim of human trafficking to free woman



Fighting cooks: cooking their way out of violence



UDI: defending women's rights in Sicily

Draw and paint



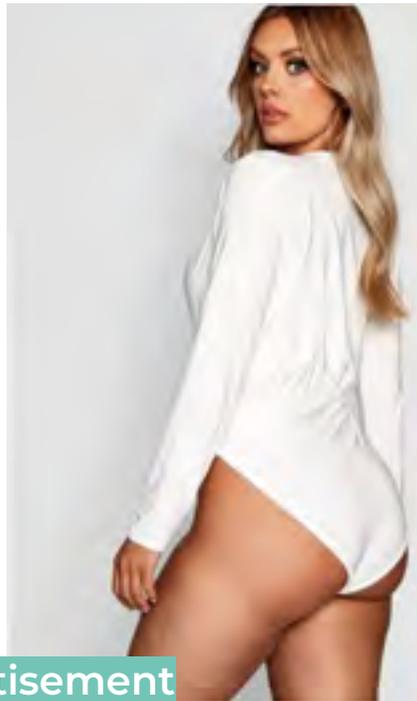


Draw and paint the body of a woman

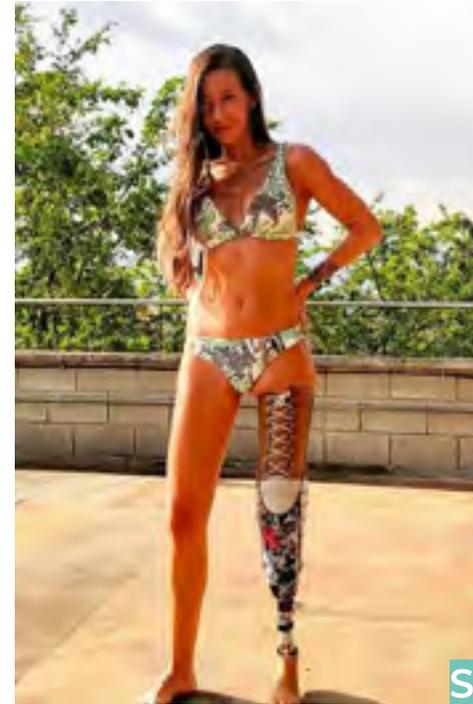


Draw and paint the body of a woman who is liked by society

In the last year, more and more brands, also thanks to the work of activists, have increased the representation of diverse bodies. Maybe just for marketing reasons, but brands are promoting the visibility of disabilities, stretch marks, curvy and non-standard bodies. Hopefully, a more diverse representation will create multiple narratives, including in our imagination bodies that were excluded before.



Bohoo, advertisement of a white bodysuit



Swimwear by Aerie

Guide on how to “escape” from a violent relationship

**CLICK HERE
TO FIND
THE GUIDE
IN GREEK**



European Anti Violence Network



“Intimate Partner Violence: Early Warning Signs”

That show that a relationship is not healthy and that it can get violent.

Early Warning Signs

In most cases of intimate partner violence, despite the fact that the abuse does not start at the beginning of the relationship, when everything seems to be perfect, there are some “warning signs”, that show that a relationship is not healthy and that it can get violent. Some women or teenagers (and also their friends or relatives) report that from the beginning of the relationship, they had already observed some signs and had wondered “whether something is wrong”. However, they either didn’t pay attention or they considered them to be signs of excessive love and devotion.

Some of the “warning” signs that have been observed in relationships that later on became violent are:

Quick commitment

“he was moving too fast in the relationship”. They said, for example, that “...we were together only six months, and despite the fact that we didn’t know each other all that well, he asked me to move in together... to get married... to have a child...”

“...from early on in the relationship, he kept saying that he was madly in love with me, and that he had never loved anyone else in the past as much as he loved me... I felt guilty because I needed more time, but on the other hand, I didn’t want to break up...”



Excessive jealousy and control (1)

Jealousy is a normal feeling, and all of us may feel jealous of our partner sometimes. But, we are not jealous constantly and we are not jealous without a reason. The most important thing, that differentiates a healthy relationship from a non-healthy one, is the way we express our jealousy when we feel it. Key word here, being the word “excessive”, that implies absurd and excessive display of jealousy and control, such as:

“...he wanted us to be together all the time, and when we were not together, he wanted to know where I am in any given moment, he kept calling me or sending me messages or appearing in front of me out of nowhere, ‘to surprise me’ or ‘because he missed me too much’...”

“...in the beginning I thought that the reason why he couldn’t stand one minute apart from me was his great love. But, at some point, I couldn’t do anything by myself, and that was not the worst part... the worst part was that I was feeling guilty that he loved me so much, while I wanted to spend time with my friends... and that is how he slowly took me away from the people that were closest to me...”

Excessive jealousy and control (2)

“...he acted like a crazy person when I talked to someone, he suspected that could cheat on him with my superior at work, with the neighbor, with the man from the grocery store, with the supervisor of the block of apartments, and with everyone else I met, or that he was imagining that I met... he told me, he couldn't live without me... and he told me that he did all of this because he loved me too much or that he had never loved another woman as much as he loved me and he didn't want to lose me...”

But behaviors like these, are not signs of love, they are signs of control, possessiveness, and lack of trust. He does not see his partner as an individual personality, but as something “he owns”, that means he treats her like she is “his property”, and wants to have full control over her. Towards meeting this goal (of full control), is also the gradual, yet methodical isolation of the partner of her support system.

Stereotypical views about gender (1)

“...he considered women to be inferior to men; he believed they should stay at home and take care of their husband and their children...”

“...at the beginning, he probably managed to hide it, because I wasn't at all aware of it... I was aware of the fact that he was somewhat headstrong... every time he insisted for example, to choose an action film or a comedy when we went to the movies (and I yielded, because I didn't consider it to be important), every time he decided for us to take a mountain or sea vacation (and I yielded because, sure, he didn't ask me, but that was because he wanted to surprise me...). But he was also headstrong about other, not that insignificant, matters, like whether a married couple should share the house chores, or if a proper mother should stop working to raise her children (and I wasn't reacting to that because I was thinking that the poor guy is saying all of this, because his mother had abandoned them, and he had to grow up alone, without a mother).”

Stereotypical views about gender roles (2)

“...Only much later, I started realising that he was not joking when he told me to “go wash some dishes”, that he indeed wanted to always have the last word about everything, he wanted me to ask his opinion about everything, not to have an opinion of my own, but always agree with him, not to object to anything. In the same way, he treated the children... they had to obey anything he said... no matter how absurd it was... and without objections...”

Irrational demands

“ he wanted me to be perfect in everything, he wanted things to get done the way he wanted them, and demanded from me to satisfy his every need... I had to be the perfect wife, mother, housewife, lover... And not only that, but I had to guess what he needed at any given moment, because “if he had to tell me himself”
...then, what did he need me for...? ”

Rapid mood swings

“His mood was changing very suddenly: he was unpredictable... one moment he was in mad joy, and the very next moment he was changing into a totally different person, without a warning, and without someone being able to understand if something had happened or what had happened...”

Getting angry over absolutely nothing

“He quarreled very strongly and very easily over the slightest thing; And no matter how hard I tried, I could never guess what today’s “small thing” might be. Something that got him excited the day before, today could make him furious...”

Refuse taking responsibility for his own actions

“ He always blamed others for his problems or his behavior: nothing was ever his fault, he never took responsibility for his actions, I have never heard him admit to one of his mistakes... when something went wrong, it was always my fault, or someone else’s...”

Prior history of abuse (1)

A person that has abused his ex partner in the past, will almost certainly do the same to his current partner. Also, if he has been abused as a child in his family, or if he saw his father abuse his mother, then he might possibly do the same in his adult life, because, he learned from his parents that this standard of behavior is normal and acceptable, and that is “how men act”, so it is not impossible at all for him to also abuse his children or his partner’s children.

“...at the beginning of our relationship, I happened to hear him get into a wild fight with his ex wife. He swore at her using words that I had never heard before, and that I didn’t consider him capable of calling another person, and threaten her to burn down her house at night, when she sleeps. I didn’t recognise him and, I admit, what I saw frightened me... but he later explained me that “the woman is totally crazy”, and that she pushed him over the edge, that she was the one threatening not to give him a divorce to marry that slut -that is me-. He also explained to me that she forced him to tell her that he will burn her alive because she threatened to kill that slut -that is me- and he got scared because he can’t imagine his life without me...”

Prior history of abuse (2)

“...Lies!!! All of them lies!!! Not long after our wedding, I learned that he also hit her, but it took me much more time to bear to see that she -like me- was not to blame for the abuse, that she didn't provoke it, that she didn't deserve it, that she wasn't crazy, that she could not do anything to change it. And many years later, after I abandoned him myself, I learned from her, that she decided to divorce him when he killed their dog to punish her, and that she was hiding, so that he wouldn't find her. It was her that revealed to me an even more important piece of information: that his mother hadn't abandoned her family, but she had been forced to leave his father, that also abused her, to save herself...”

Prior history of abuse (3) Abuse pets and/or children

Violent and cruel behaviors against children or pets should ring the “alarm bell”, as they indicate there is an increased risk for severe physical abuse, or even femicide, of the intimate partner in the future.

RESOURCE FOR OLDER WOMEN

Gender-based Violence against Older Women

Training based on the experience and work of the Aroa Foundation in the context of gender-based violence against older women.





PART I:
What is important to know?

PART II:
Some tools

PART III:
Available resources



PART I

What is important to know?

1 The stereotypes that exist

2 The most common forms of gender-based violence

3 The settings in which male violence occurs

1. Stereotypes of women

Stereotypes are beliefs and patterns about people, based on patriarchal models and structures that are socially and culturally transmitted. Therefore, older women are also subjected to these patterns that promote a closed and limited image of women and violate their rights and freedoms.



Examples include:

- Assume that all older women are the same.
- Believing that they cannot be attracted to other women.
- Thinking that they cannot be active or contribute anything to society because they are older.

1. Stereotypes of women

There are many more stereotypes, can you think of any others that directly affect older women?

1. Stereotypes of women

OLDER WOMEN EXPERIENCE DOUBLE DISCRIMINATION
ARISING FROM STEREOTYPES:
BECAUSE THEY ARE OLDER AND BECAUSE THEY ARE WOMEN



1. Stereotypes of women

Older women are exposed to gender-based violence

**Invisible and accepted
because of the discrimination caused
by the combination of ageism and sexism**

PLAY
YOUTUBE



The normalisation of VAW, and having experienced it for many years, makes it difficult for women to identify it and take action to overcome it.

PLAY
YOUTUBE



2. Most common forms of gender-based violence against older women

- **PHYSICAL** (by partner or ex-partner, children, residential centre staff, etc.).
- **PSYCHOLOGICAL** (belittling, criticising women for getting older and aging, treating women like little girls, emotional blackmail for the care of grandchildren...).
- **SEXUAL** (living sexual relations for the exclusive satisfaction of the man, sexual assault of women by their partners or in residential centres...).
- **VIOLATION OF SEXUAL RIGHTS** (ignoring and neglecting the sexuality of older women in the health system, social assumption that they do not have the right to enjoy their sexuality...).
- **ECONOMIC** (women's pensions lower than men's, economic abuse by the family, lack of control over one's own economy and assets...).
- **NEGLECT** (by the person or persons caring for the elderly woman in a situation of dependency, abandonment of the woman...).
- **INSTITUTIONAL VIOLENCE** (neglecting the needs of older women because of the devaluation of their age...).
- **UNWANTED LONELINESS** (ignoring and neglecting situations of unwanted loneliness of older women, which favours their isolation and the deterioration of their health at all levels...).

2. Most common forms of gender-based violence against older women

IMPLICIT FORMS OF GENDER-BASED VIOLENCE

Those forms of violence that are unconscious, involuntary and with little cognitive reflection highlighting the normalized acceptance of an unequal social order between men and women.

It happens when institutions do not develop equal opportunity policies or develop them insufficiently, when programmes of violence prevention are not implemented, when violence is allowed and/or women who suffer from it are not protected

INSTITUTIONAL VIOLENCE

IMPLICIT FORMS OF VIOLENCE

STRUCTURAL VIOLENCE

The intangible and invisible barriers that prevent women's access to basic rights. These obstacles are rooted and are reproduced daily in the social fabric.

SYMBOLIC VIOLENCE

The mechanisms of education and socialization of patriarchy, by which women are not visible through history, culture, literature, advertising, etc., while traditionally considered feminine stereotypes and roles are reproduced

3. The settings in which male violence occurs

AREAS OF VM AGAINST OLD WOMEN

- FROM PARTNER OR EXPARTNER
- FAMILY (domestic sphere, on the part of children, for example).
- LABOUR (lack of recognition of unpaid care work, for example).
- DIGITAL (stereotyped image of older women on the internet, absence from social networks...).
- SOCIAL AND COMMUNITY (little presence of older women in public and community spaces or stereotyped transmission, for example, exclusively in the role of girls).
- INSTITUTIONAL (lack of adaptation of institutional messages to older women, for example with regard to violence against women).
- IN POLITICAL AND PUBLIC LIFE (lack of great women in politics and in valued positions, and those who are there with a stereotypical image and little responsibility, underused).
- EDUCATIONAL (little promotion of intergenerational exchange and with older women in the educational sphere, for example, lack of transmission of egalitarian models and lack of appreciation of older women).

3. The settings in which male violence occurs

Some examples...

INVISIBILISATION

Older women are socially invisible and underrepresented, a limited and distorted image of them is shown in different areas of society (advertising, media, politics, companies, within the family, culture...).

As a result of this reality, the problems that affect them (such as gender-based violence) are also made invisible and, therefore, an approach adapted to the needs of these women is not carried out.

Most common forms of gender-based violence against older women

GETTING TO KNOW OTHER WOMEN'S STORIES:

Older women, like all women, share stories with which we can feel reflected and identified. Sometimes, a story can shed more light than a thousand thoughts, so knowing and sharing women's stories can help others to recognise themselves and feel that they are not alone, that their story is valuable and that they have the right to live a better, free and full life.

“It’s never too late”*

The stories of Janett and Montse

*(Aroa Foundation Campaign)



PART II

Some tools

1 To become aware of the importance of life cycles

2 Putting ourselves at the centre as a priority for managing our lives

1. To become aware of the importance of life cycles

The denial and devaluation of women's life cycles, and in particular of older women...



ENCOURAGE, promotes AND SUPPORTS the discrimination AND MACHIST VIOLENCE EXPERIENCED BY THESE EXPERIENCES

1. To become aware of the importance of life cycles

Discrimination and violence generate effects on women's health and well-being



2. Putting ourselves at the centre, as a priority for managing our lives

To embrace
the fact
that we are
changeable,
to explore our
cyclical nature

Reflecting on
the life model
we want to
grow

To become
aware of our
inexhaustible
transformative
and creative
capacity, which is
greater the older
we get.

Challenging
the messages
we have
received of
devaluing
ourselves for
being older
and for being
women.

Sharing and
sisterhood
with other
women
(sorority)

Contact with
our needs,
find a way to
listen to us.

PART III

Resources

1 Sharing women's stories

2 Services and resources for dealing with situations of inequality and gender-based violence

1. Women's stories



Gender-Based Violence
in Older Women



The stories of Rosa,
Ana and Angela

2. Resources in situations of inequality and gender-based violence



INFORMATION
ON MALE
VIOLENCE
AGAINST
OLDER WOMEN

SERVICES AND
RESOURCES
FOR WOMEN



KEY IDEAS



2. Resources in situations of inequality and gender-based violence

- Information on male violence against older women

- Study on Gender-Based Violence against Older Women

by the Aroa Foundation commissioned by the Observatory for Equality (2021)

READ MORE

READ MORE



DOWNLOAD DOCUMENT

2. Resources in situations of inequality and gender-based violence



**900
900
120**

**Contra la violència
masclista** **Atenció 24 h**

Telèfon gratuït i confidencial

900900120@gencat.cat **confidencial i gratuït**

Claus per identificar una relació abusiva en l'àmbit de la parella

Control

- Si t'envia missatges (si mòbil) constantment, del tipus "Què fas?", "On ets?", "Amb qui vas?",

Aïllament

- Si et fa creure que ell és l'únic bo del teu entorn, que ni els teus amics ni la teua família compren.

Ridiculització

- Si et menysja davant d'altre gent i es basteja de les teves opinions.

Manipulació

- Si et fa sentir culpable de les teves accions i tergiversa la realitat.

Abús

- Si t'obliga a mantenir relacions sexuals sense que et vingui de gust o sense presenciu.

2. Resources in situations of inequality and gender-based violence

KEY IDEAS

- It is never too late to live fully and freely
- Everyone has the right to a life free from violence and discrimination.
- Older women's stories need to be made visible and listened to
- Older women are diverse, and each situation must be addressed in a way that takes into account the differences between women and men.
- Old age is a stage of wisdom, it needs to be recognised and socially valued.

All about Eye



INDIRE ISTITUTO NAZIONALE
DOCUMENTAZIONE
INNOVAZIONE
RICERCA EDUCATIVA

 Erasmus+

MW
maghweb

 Fundació
Aroa

VIOLENCE
European Anti Violence Network