Call for Book Chapters

“Gender, Media, and Organization: Challenging Mis(s)Representations of Women Leaders and Managers”

This will be the fifth volume within the
Women and Leadership Book Series

International Leadership Association (ILA) &
Information Age Publishing, Inc. (IAP)

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BOOK SERIES OVERVIEW
Women and Leadership: Research, Theory, and Practice is a new series of books being published to inform leadership scholars and practitioners. This publishing project represents a synergistic initiative involving the International Leadership Association, Information Age Publishing, and three leadership scholars (Drs. Faith Wambura Ngunjiri, Susan R. Madsen, and Karen A. Longman); the series emerged from the expanding work of ILA’s Women and Leadership Affinity Group.

The overall series is cross-disciplinary and represents organizational/institutional, national, and international perspectives. Each volume focuses on a specific theme, with chapters related to relevant research, theory, and practice. Across the series, a goal is to enhance knowledge and application about the leadership experiences and leadership development of women in different sectors, geographic regions, and personal/professional contexts.

The intended audiences for volumes include: (1) leadership scholars, researchers, educators, and leadership development practitioners; and (2) future, emerging, and current leaders in various sectors. Volume editors and chapter authors are committed to speaking clearly and confidently about the theory, research, and best practices in a voice that is understood by readers across a variety of settings. Research reported must be grounded in and consistent with the best and latest research.

VOLUME BACKGROUND & DESCRIPTION
The volume “Gender, Media, and Organization: Challenging Mis(s)Representations of Women Leaders and Managers” will focus on the interrelationship among gender, media, and organisation by examining and challenging (mis)representations of women leaders and managers.
In the context of concerns about gender equality and social justice, the ways in which women professionals and leaders at work are represented by the media in textual and visual forms is increasingly challenged by feminist societies, special interest groups, and some policy makers both within countries themselves and around the world.

The 2010 *Global Media Monitoring Project’s* (GMMP) report, which tracks the number of women journalists, news anchors, and representation of women in the news, found that at current rates it will take at least 43 years to achieve gender parity in mainstream news. The U.S.-based *Women’s Media Center* monitors the media for sexism, runs media advocacy campaigns, and organizes training for women and girls to participate in the media. In the UK, *The Women’s Room* (founded in 2012) database of women experts was established as a direct response to gender imbalance in BBC news reporting.

Organisation, business, and management researchers have begun to consider the negative implications of gendered representations of women and called for research that critiques the power of representations and constructions perpetuated by the media (Czarniawska & Rhodes, 2006; Mavin et al., 2010), arguing that the media “represents and shapes the actual behaviour of people, not least in workplaces” (Mavin et al., 2010, p. 556). To date there has been little constructive dialogue among researchers, activists, policy makers, and media organizations to address the discrepancy between efforts to increase gender equality in senior-leadership roles and the continued representations of women in the media.

Key aims of the volume are: to present work that rigorously examines gendered media mis(s)representations of women leaders which adopt a range of theoretical, methodological, and conceptual frameworks, and to develop research agendas that can be employed to drive change and to positively impact on women leaders and organizations.

The proposed volume’s focus mirrors that of a seminar series the editors will be coordinating and directing from October 2014 to July 2017, funded by the Economic and Social Research Council (ESRC). These seminars are intended to act as provocation to media textual and visual representations of women leaders. The seminar series, although UK based, will be global in focus and will draw on international scholars, activists, and media organizations to establish multi- and inter-disciplinary networks.

Chapters in this volume may include, but are not limited to, the following:

- **The Power of Gendered Media Constructions**: How does gender, media, and organization combine as a dynamic and powerful global force for the promotion of gender equality worldwide?
- **Analyzing Gendered Media Constructions (multi-disciplinary perspectives)**: How can other disciplinary perspectives advance our understanding of gendered media representations in relation to women leaders?
- **Gendered Media Constructions and Audience Dynamics**: Core to media representation is the relationship with the audience. How do audiences interact with, and how do they engage in, the development of gendered media representation of women leaders?
- **Multi-disciplinary Approaches (analyzing media text and visual methods and developing research agendas)**: What is the range of methodological approaches available to interrogate gendered media constructions? What ideas and techniques are available to us to formulate a research agenda for building capacity and developing impact?
- **Media constructions of women at work**: What practical and theoretical action can we take to shift the way media constructs visual and textual images of women at work?
Examinations of the role that producers, editors, owners and advertisers can/might play in engineering, exploiting, and stimulating challenge and change in the media construction of women leaders at work: What actions are producers of the media already taking in challenging normative constructions of women professionals and leaders? What support do activists need to encourage media producers to change how women professionals and leaders are represented?

If you have ideas about other relevant topics, please contact Dr. Carole Elliott at the email provided below. Collaborations across different contexts are particularly encouraged.

SUBMISSION INFORMATION
Chapter authors for “Gender, Media, and Organization: Challenging Mis(s)Representations of Women Leaders and Managers” will be identified based on an initial proposal (described below) to be submitted electronically to the volume editors (c.j.elliott@durham.ac.uk) no later than November 15, 2014 (Word-formatted). Chapter approvals will be communicated to the corresponding author by December 20, 2014. Completed manuscripts should be approximately 20-25 pages (5,000-6,000 words), including figures and tables. Complete chapter drafts must be submitted electronically to the volume editors at c.j.elliott@durham.ac.uk no later than April 25, 2015.

Chapter proposals should include:
• Proposed chapter title
• Author(s) name, title, full contact information, and institutional affiliation (if any)
• Detailed description of the chapter (500-700 words) including purpose, content, key features
• List of anticipated key references
• Short description of how the chapter will contribute to the volume
• Short biography (50-100 words) of contributing authors