



Audiovisual stories, films, series, and TV programs have the capacity to serve as references and create role models for children and youth. They are powerful social forces and can influence how we perceive reality. That is why it is so important that we create stories that don't feed gender inequalities or sexism. We must try to create stories that don't continue encouraging the many levels of violence that girls and young women experience.

Gender stereotypes in **film, series** and **advertising** favor male characters as protagonists, and associate them with action and agency. They are the heroes, and they are the ones who save the world. Interesting things happen to them and they always move in public spaces. Gender stereotypes condemn female characters to be eternally secondary, to be the trophy for the hero that saves the world, to resign themselves to being kind mothers and caregivers, or to feel powerful thanks to the power of their bodies or sexual drive.

Together we (**institutions, educators, professionals and spectators**) must make an effort to analyze, and promote the analysis of, content, narratives and stories that have an inclusive perspective and **don't discriminate female characters**, in order to create a symbolic order that allows us all to grow, develop and live in freedom without gender discrimination.

Here we share a series of observations, suggestions and guidelines which you can apply in your work, whether in the classroom or in your choices at home, and which can help address possible doubts. These are basic and flexible recommendations that can adapt to our needs. Some of the recommendations will help to detect inequalities and others will help in selecting non-sexist films, series and other content - all in all, standards that appeal to a critical mind.

There is a dialogue between creators and society. With this in mind, propose this "Decalogue" - Ten Fundamentals - as an **introductory tool for all those who are interested, to steer the bow of the ship towards equality**. May the wind be favorable. We hope this will contribute to **creating a more egalitarian and freer society**.

THE TEN FUNDAMENTAL BEST PRACTICES TO COMBAT SEXISM IN FILM, SERIES, AND AUDIOVISUAL CONTENT



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WOMEN 52%



MEN 48%

1 WOMEN REPRESENT 52% OF THE WORLD'S POPULATION

and their representation in film and fiction should be proportional.



5 WOMEN ARE DIVERSE. CHOOSE DIVERSITY

The more diverse the characters we choose as models, the richer the stories will be and the more referents it will be able to create.

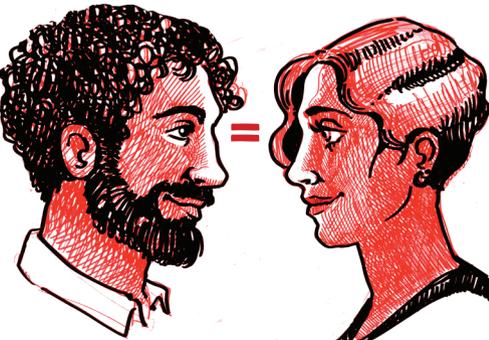
6 BE VIGILANT AND OBSERVE IN WHICH SPACES THE CHARACTERS MOVE

The representation of characters doing activities in a range of spaces, in diverse and plural ways, increases the richness and authenticity of the story. Too often women are represented in fiction within the domestic space.



2 WOMEN EXIST... AND THEY ARE NOT ONLY MOTHERS, GIRLFRIENDS OR VICTIMS OF VIOLENCE

It is necessary to include women in stories, and we must diversify the models. It's not just about including female characters and that's it, it's about those characters not be based solely on gender stereotypes.



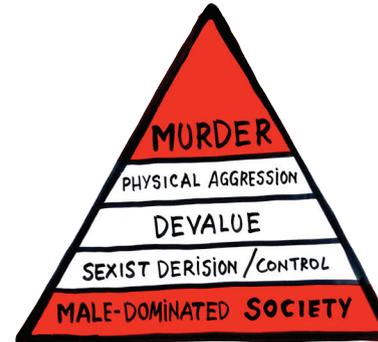
7 DON'T ENCOURAGE GENDER VIOLENCE OR SEXUAL VIOLENCE

It is important to interrogate narratives of gender violence (the violence that women suffer just for being women) or sexual violence through film and media. However, the insistence in the vulnerability of women or the trivialization of the aggressions generate "learned defenselessness."



3 WOMEN ARE NOT JUST BODIES

The sexualization of women and the reduction of their bodies to mere objects is sexism. Women are not objects of consumption, they are people.



8 THERE ARE MANY FORMS OF GENDER VIOLENCE

Physical, psychological or sexual violence are not the only forms of violence against women. Symbolic violence, the invisibilization of women, representing them only as beautiful, sexualizing their bodies or representing them only in caregiving roles is another form of violence because it perpetuates gender stereotypes.

4 WOMEN EXIST BEFORE THEIR 20'S AND AFTER THEIR 40'S, AND THINGS EVEN HAPPEN TO THEM

It is important to represent women beyond their youth. Women over 40 exist and have a lot to give. The absence of mature women in stories does not match reality and limits the creation of new models.



9 IT IS NECESSARY TO CREATE NEW REFERENCES. DETONATE GENDER STEREOTYPES

It is important to increase the prominence of female characters, but they must be diverse and nuanced.



10 CREATE NEW MASCULINE ROLE MODELS

We need female characters in action roles, but we also need male characters who do the laundry, take care of children and parents, and clean the bathroom. It is very important to create new masculine role models beyond the hero saving the day, or the macho breadwinner. Men can also be caregivers and work at home.

