Gender and Corporate Social Responsability, Femvertising Campaigns: Women's Empowerment for a Sustainable Social Change

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Introduction

Nowadays femininist principles and concepts as "gender equality", "equal opportunities between men and women" and "women's empowerment" have become a fashionable trend in the labour market and in the cultural industry too. In western societies we are witnessing the forth wave of feminism, with the growing of international women's movements against sexual harassment and gender-based violence (Me Too, Ni Una Menos). These movements have become visible in the media and attest the persistence of gender inequalities both in the public and in the private sphere. Along the same line I recall the ONU 2030 Agenda for Sustainable Development and the commitment to gender equality (goal 5).

In my last book about Gender and Communication (2018) I have highlighted two very interesting recent tendencies:

1. Today Corporate Social Responsability involve concepts as "women's empowerment" and "work-life balance" (for example many companies are offering flexible working hours, part-time contracts, paid parental leaves, etc.): as Womenomics theory attests, increasing women's work is necessary to create economic growth in every country of the world;

2. Femvertising campaigns (feminism + advertising), spread in social media, are based on the concept of "women's empowerment" with the goal to rise women's self-estime and realize their full potential.

I propose a reflection on these two trends: is it enough to offer more flexible hours for women in the workplace to promote their work and career? Is it enough to "educate" new generations of girls born in the digital age to female empowerment through advertising and businnes goals? How to defeat gender stereotypes in school, family, workplace and media content? Undoubtedly, recent media attention to women's movements or companies who promote women's work and femvertising campaings, are rising knowledge and collective consciousness about gender inequalities. Getting to gender equality is good for the whole society

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