

## Title: Semiotic analysis of women on the front and back covers of the Benemérita Universidad Autónoma de Puebla's gazette, Mexico

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# Introduction

In this paper, we return to the printed media of the Benemérita Universidad Autónoma de Puebla (BUAP) to analyze the representation of women on the front and back covers of the BUAP's gazette from 2012 to 2018 to identify the identity changes that these images have undergone based on institutional contexts.

These approaches to the institutional gender culture make visible the inequalities that persist for women in higher education. Students, teachers, and administrative staff are still far from equity concerning their male peers in higher education institutions in Mexico.

# Introduction

That is why this work is divided into four parts: 1) the visual representation of university women in the BUAP's gazette; 2) the semiotic model based on the proposal of Morris and Vilches is approached; 3) the results of this visual analysis are shown with the categories: women entering the university; women in university spaces; women in academic activities; and women in sports activities; and 4) we conclude that the representation of university women is observed in two administrative periods of rectory.

# Methodology

The methodological proposal for this work was based on semiotics emphasizing the semantic and syntactic dimensions to analyze and interpret the eight visual images of the visual corpus belonging to the Gaceta Universidad Benemérita Universidad Autónoma de Puebla, which was based on Morris (1985) and Vilches (1984) who work on these dimensions. We consider that both dimensions are necessary and useful because the syntax is related to perception and semantics to visual content.

# Methodology

In the dimension of semantics, all the visual elements represented in the image such as objects, actions, spaces, and people were considered to thematically categorize the representation of women considering the following elements: a) physical characteristics of women (age, hair, nose, face, eyes, complexion, complexion); b) poses; c) actors; d) protagonist in the image; e) things; f) actions and g) place.

# Methodology

In the dimension of syntax we find the technical elements of the image: a) device; b) format; c) publication space; d) publication date; e) dimensions; f) printing system; g) typography and h) color. Then there are the compositional elements of the image: a) axis; b) planes; c) golden points; d) angulation; e) light condition; f) depth of field; g) movement.

# Results

In this research, we obtained the following results based on the two dimensions worked on in the methodology: the dimension of semantics and the dimension of syntax.

## 4.1 Semantics dimension

In this dimension, we worked with a visual corpus consisting of three front and five back covers of the University Gazette of the Benemérita Universidad Autónoma de Puebla from 2012 to 2018, selected from the archive of the Directorate of Institutional Communication and Dissemination of the same university.

# Results

The semantics dimension allows us to describe some social situation that will be analyzed and interpreted by any viewer. That is why each front and back cover were considered to arrive at the following classification: 1) women entering the university; 2) women in university spaces; 3) women in academic activities; and 4) women in sports activities.



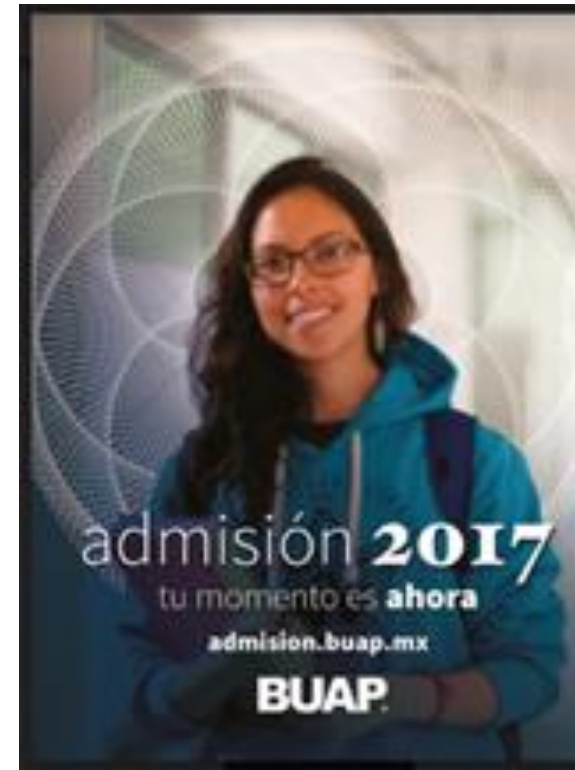
# Results

In the first dimension of the syntax are the technical elements of the image: a) Device, the three front covers, and the five back covers were taken with a digital reflex camera. b) Format, all images are in digital format. c) Publication space, three images are front covers, 1st liner, and five back covers, 4th liner. d) Date of publication, the images are from 2012 to 2018, of which, one front and back cover are from the same year (2017) and two back covers from 2014. e) Dimensions, all images are 21.5 x 28 cm. f) Printing system, all are offset. g) Typography, there are two large serif and sanserif groups that are interchanged in the publications. h) Color, the blue color is predominant both in the backgrounds and in secondary marking elements such as folds.

# 1) Women entering college



Source: BUAP gazette, 2012.



Source: BUAP gazette, 2017.

## 2) Women in university spaces



Source: BUAP gazette, 2013



Source: BUAP gazette, 2018

### 3) Women in academic activities



Source: BUAP gazette, 2012

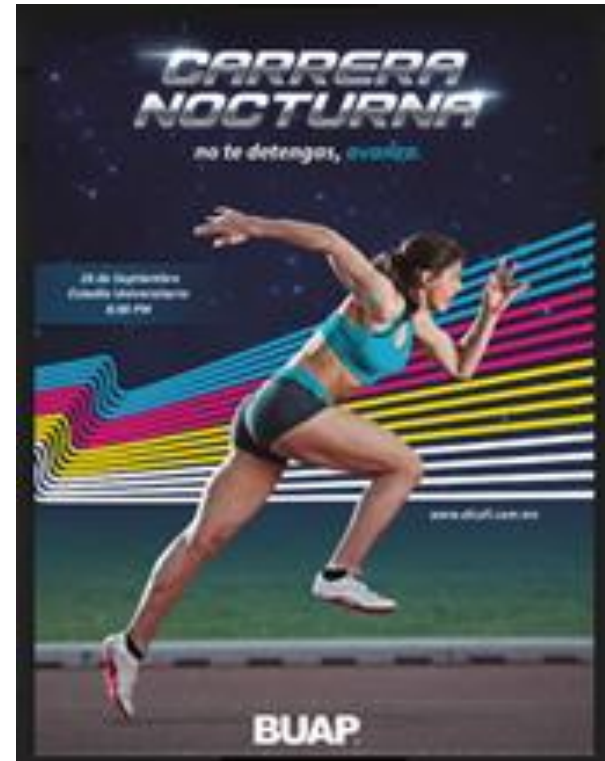


Source: BUAP gazette, 2017

## 4) Women in sports activities



Source: BUAP gazette, 2014



Source: BUAP gazette, 2015

# Conclusions

We conclude that these university changes occurred from two periods:

- 1) The period from 2012 to 2014: the university woman was identified as the main protagonist of the editorial space of the gazette presenting her on the front and back covers as if it were an advertising magazine and not an academic one.
- 2) The period from 2015 to 2018: we conclude that the representation of university women is no longer the main protagonist in the gazette's editorial, now it moves to second or third place.



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