

SUSTAINABLE DEVELOPMENT GOALS



Prologue of "Campeonas: Mujeres que cambian las reglas del juego 2023" (Diversity and Inclusion Field)



The School of Communications presented the prologue of the book "Campeonas: Mujeres que cambian las reglas del juego 20233," which showcases the stories of 12 women who excel in Peruvian sports. The aim was to highlight the great work and effort that female athletes put in to excel and achieve their individual sporting goals. These are women who have changed the rules of the game in their respective sports.

"Campeonas" features profiles of Angélica Espinoza, Carmela de la Barra, Ana Ricci, Marisa Matsuda, María Isabel Barragán, Luisa Villar, Alexia Sotomayor, McKenna de Bever Elliot, Alexandra Grande, Adriana Lúcar, Marina Montes, and Flor Cuenca. These athletes, coaches, and leaders represent the female faces of Peruvian sports and are worthy successors to Choco de Vivanco, the Peruvian swimmer who made history in 1964 by becoming the first woman to participate in the Olympics. This is a book that recognizes the unstoppable rise of women in national sports.



Worklife - Female Leadership



The Human Resources department conducted the Worklife - Female Leadership initiative through synchronous sessions on Teams and Zoom. The objective of this program was to provide participants with learning designed for the development of resilience, creativity, imagination, and communication, which would directly impact leadership.

The workshops combined exposition and interaction among the participants and their peers, as well as individual introspection to connect with their own beliefs, internal conversations, and emotions. Additionally, the workshops were linked to self-awareness, time management, leadership, emotional connection, we-II-being, and pleasure.



Girls in the Hood Event



Students from the Audiovisual Communication and Interactive Media program executed the project "Girls N' Da' Hood," an artistic event exclusively led by women. Various expressions of urban culture were presented, ranging from rap, breakdancing, fashion styles, to graffiti and tattoos. The aim was to promote art created by women within the urban sector of Metropolitan Lima.

The target audience was young individuals, aged 18 to 35, who aspire to be part of the female urban culture, break societal stereotypes, and promote equality. The event took place on November 19, 2022.



Agreement with SERNAMP and Paracas National Reserve – Photography and Environmental Conservation Project



The direction of the Communications and Photography program led an agreement with Sernamp, which aimed to highlight the role of photography in the conservation of natural resources.

In this context, photographic sessions were held between professors, photography students, and personnel responsible for the protected natural areas of the Paracas Reserve.

Additionally, training was provided on the use of photographic equipment. The goal was to combine knowledge and raise awareness among the population through images to care for our territory and ecosystem.





Student Training



Throughout 2022, the Mining Management Engineering program at UPCA conducted various training sessions, both virtual and in-person, with the objective of:

- 1. Strengthening theoretical-practical knowledge in Responsible Mining
- 2. Enhancing knowledge in research projects
- 3. Reinforcing knowledge in mine planning and surface mining using DATA MINE software, and
- 4. Updating knowledge related to Social Responsibility

In total, 861 students participated.



Scopus: base de datos de artículos científicos, análisis de resultados, citas y métrica

Subtitling of Humanities Videos / Translation of Manuals on Different Types of Violence



In August 2022, the Professional Translation and Interpretation program carried out the initiative: "Subtitulación de videos de Humanidades / Traducción de manuales sobre diferentes tipos de violencia", with the goal of providing students in the Humanities field access to originally English-language videos through Spanish subtitles. Additionally, access to content in Spanish regarding manuals on how to prevent and address different types of violence in relationships was offered.

Through supervised online work, 11 videos (12 hours, 13 minutes, and 50 seconds) were subtitled, and over 44,000 words were translated into Spanish regarding the prevention and treatment of violence in different types of relationships.

Academic Mission to Spain (Female Leadership)



In July 2022, the International Office of UPC organized the Academic Mission to Spain, with a group of 24 female students from various programs.

The objective of this mission was to provide a shortterm program to UPC students with a strong academic and cultural component, in collaboration with a partner institution in Spain.



Sonora Event



In November 2022, the Marketing Directorate and the Music program at UPC organized the Sonora Event, an event hosted by the Sonora collective aimed at showcasing the role of women within the music industry.

The event took place at the Plaza de las Artes of the Municipal Theater of Lima and aimed to give visibility to women in the music industry. Additionally, information about the professional Music program was provided.

A total of 146 people attended.



(PAC) Lecture: "Motherhood Represented in Audiovisual Communication and Activism"



In May 2022, the Directorate of University Life convened the first lecture on possible imaginaries of motherhood in a country with alarming structural inequalities and gender violence, but also with latent tenderness and creativity.

The objective of the lecture was to create a space for critical reflection based on the analysis of films. The event was moderated by Bárbara Petzold, a mother, anthropologist, artist, and lecturer in the Humanities area at UPC.

A total of 96 participants joined via Collaborate.



Lecture: "Hostigamiento y acoso sexual - Identifícalo y actúa"



During 2022, the Directorate of University Life, in collaboration with the Psychopedagogical Counseling area, held informative lectures on "Harassment and Sexual Assault."

These lectures aimed to guide students on how to recognize acts of harassment and sexual assault, what to do in such cases, how to report them, and the importance of recognizing and intervening in defense of their rights.

The lectures were held in both in-person and virtual formats.



Lecture: "Hostigamiento y acoso sexual"



In October 2022, the Directorate of University Life, in collaboration with the Psychopedagogical Counseling area, held this informative lecture with the aim of identifying behaviors of harassment and sexual assault in the daily lives of undergraduate students.

This activity consisted of an informative lecture on how to recognize acts of harassment and sexual assault, what to do in such cases, how to report them, and why recognizing and intervening is important in defense of our rights. A total of 122 participants attended in person at Campus Villa.



"Mujeres en pantalla"



En el marco del ciclo de cine titulado, la Dirección de Vida Universitaria de la UPC realizó la iniciativa "Mujeres en pantalla", con el objetivo de promover el arte cinematográfico desde la mirada femenina.

Esta iniciativa se realizó en dos fechas en el campus Monterrico. La primera se dio el 11 de noviembre, donde se proyectó la película "La teta asustada", y la segunda fecha se llevó a cabo el 18 de noviembre, y se proyectó la película "Corre, Lola, corre".

Luego de la proyección, se realizó un foro de discusión dirigido por K'antu Vizcardo, Nicole Chacón y Eduardo Goñez, alumnos de la Carrera de Comunicación Audiovisual y Medios Interactivos.



Volunteer Program Sembrando Cultura



The Directorate of University Life conducted the Volunteer Program Sembrando Cultura, an activity aimed at undergraduate students of UPC with the goal of promoting and facilitating voluntary work and social initiative within the UPC community and society.

"Sembrando Cultura" aims to democratize culture in the country to nurture good citizens. The organization encompasses four social projects all focused on promoting culture, including:

- Readers on the Go: Fostering reading habits.
- Discovering My Peru: Cultural excursions.
- The Trunk of Values: Values education.
- Weavers of Stories: Women's empowerment.



Leadership and empowerment in businesswoman in Peru



Authors: Tamara Tatiana, P.E., Luis Miguel, C.-S., Zoran Evaristo, H.M., Cabrejos Burga, R.

Abstract: Women's ability to influence in the business sector is characterized by organization and the decisionmaking process. This study analyzes the leadership and empowerment of women entrepreneurs from Lima Norte in Peru. The research is carried out using the quantitative approach methodology; of non-experimental design, cross section, and probabilistic sampling, in which we worked with 70 businesswomen. The survey technique and the questionnaire instrument were used, validated through expert judgment, which obtained a high level of reliability. The results achieved allow us to affirm that empowerment influences the female leadership of businesswomen from Lima Norte in Peru and the individual capacity of each woman highlights autonomy, as well as self-sufficiency that account for empowerment in order to exert influence in the process. decision making It is concluded that the leadership exercised by women has a transformative vision, by providing the ability to influence business decision-making.

Keywords: autonomy, competitiveness, empowerment, Female leadership, woman

Revista de Ciencias Sociales, Volume 28, 2022, pages: 234-245

https://doi.org/10.31876/rcs.v28i.38159

Rural–urban migration as a factor associated with physical and sexual intimate partner violence Peru 2015–2017: a secondary analysis of a national study

Authors: Terrazas, J., Blitchtein, D.

Abstract: Background: Internal migration, a consequence of the demographic transition towards urbanization driven by globalization, represents a particular public health challenge. Change in residence from one sociocultural geographic context to another, with not only economic implications, but also changes in women's long-established relationships of family interdependence, infuences gender relations and can infuence Intimate Partner Violence (IPV) against women. Diferent migratory trajectories may be related to IPV. The aim of this study was to identify the association between internal migration and physical and/or sexual violence against women in the last 12 months.

Methods: A secondary analytical cross-sectional analysis of the publicly accessible 2015–2017 Demographic and Family Health Survey (DHS) was performed. The outcome variable was reported physical and/or sexual violence inficted by the partner (IPV) during the last 12 months. Exposure variable was internal migration, operationalized from three questions: current place of residence, principal place of residence before 12 years of age and number of years of residence in the current place. Migrants were classifed as those who reported having lived for 5 years or more in the current location and were categorized as rural-rural migrants, urban-urban migrants, urban-rural migrants and rural–urban migrants, recent migrants and non migrants those who resided in the same place all their lives. To identify the association between

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internal migration and physical violence, a generalized linear model (GLM) of the family and the log Poisson link log option was used, and the results are presented as prevalence ratios (PRs). A crude model and a model adjusted for confounding variables were performed.

Results: Rural–urban migrant women had a 15.0% higher probability of experiencing IPV than nonmigrant women (PRa 1.15, 95% CI 1.03–1.29, p=0.015), while the probability of experiencing IPV in the last 12 months for urban–rural, rural-rural, urban-urban migrantand recent migrant women was not significantly different from that of nonmigrant women. Conclusion: Rural–urban migration among women of childbearing age is a factor associated with a higher probability of IPV in the last 12 months. The identification of women with this rural–urban migration pattern could help prioritize those that may experience a greater probability of physical and/or sexual violence in Peru, it must be studied if this pattern is the same in other countries.

Keywords: Intimate partner violence, Rural-to-urban migration, Demographic health survey migration.

BMC Women's Health, Volume 22, Article number: 67 (2022)

https://doi.org/10.1186/s12905-022-01648-7

Post-truth of Female Empowerment in the Fake News of Peruvian Reality Shows



Authors: Espinoza-Robles, L.T., Aybar-Cabezudo, O.A.

Abstract: This study investigates the fake news generated from the content of the reality television format in Peru. This format, by mixing informational or reality elements with fictional elements, contributes to misinformation from the inexhaustible generation of news that, despite being real, falls into the category of fake news. They are considered fake news, not because of their content, but because of the unusual informative relevance assigned on digital social networks. In this way, the reality TV narrative becomes part of the Peruvian imaginary and contributes to misinformation from a news proposal that appeals to post-feminism to actually justify a macho and misogynistic gaze through news that permanently devalues the value of women. Therefore, a qualitative methodology was applied that includes a content analysis of the news related to characters from the reality show Esto es Guerra (Peru), who are considered media figures of mainstream culture, and which have been published in the official Facebook page of the TV program and then in the news portal America Noticias. The composition and visual meanings of the message have been analyzed from a gender perspective. This study opens new lines of research on the study of fake news in the entertainment genre and promotes media literacy in the mass public that consumes the products of this genre.

Keywords: e-learning, educational quality, digital technology, public university, virtual model, higher education, teaching performance.

Smart Innovation, Systems and Technologies . 2022, Volume 259, pages: 184-192

https://doi.org/10.1007/978-981-16-5792-4_19

Gender gaps in Peruvian film audiovisual production. The experience of Lima producers



Authors: Eyzaguirre Flores, S.M.; Rolleri García, J.A.

Abstract: This article analyzes the gender gaps in Peruvian cinematographic production and its professional, social, economic, and emotional effects on a group of women producers with five or more years of experience. Through semi-structured interviews, their carrier-long experiences are analyzed to identify how they perceive and deal with gender gaps in their daily lives. As a central result, we found that these gaps and social patterns are replicated in the field since the producers are aware of the existence of labor disparities and feminized tasks. However, this inequality is faced through democratization mechanisms such as gender quotas in work groups and the inclusion of more women in historically masculinized positions.

Keywords: Audiovisual production; feminized professions; gender gaps; labor gap; Peruvian cinematography Contratexto; Open Access; Issue 38, Pages 179 – 203; 2022

https://doi.org/10.26439/contratexto2022.n038.5765

Deconstructing, translating, deforming, creating, rethinking discourses on gender



Authors: Jordán, I.V.; Galarza, N.M.

Abstract: This article depicts a state of the field of gender in translation studies, as well as the challenges that this branch of the discipline faces in the current scenario. It aims to work as a framework for further research based on the notions of translation, gender and deconstruction as categories that challenge binarisms, as well as metaphors about translated texts and bodies engendered through sex/gender systems. Following the Outward Turn, this text emphasizes the affinity of translation studies with other disciplines as well as the relevance of translation studies, especially those with a deconstructive approach, as for intersectional and non-essentialist feminist thinking. At the same time, it summarizes the contributions of this monographic issue, articles showing diverse methodologies and approaches that are in line with the new direction towards which our discipline is going.

Keywords: Deconstruction; gender; queer; translation; translation studies Asparkia; Open Access; Issue 41, Pages 15 - 27; 2022

https://doi.org/10.6035/asparkia.6856

A phenomenological exploration of the craft beer movement



Authors: Simoes Ferreira, B.; Carrillo, B.; Szczytko, R.

Abstract: The craft beer movement in the United States has matured into the cultural mainstream and has become an integral part of broader movements like neo localism and locavorism. Craft beer affords enthusiasts not only exciting new flavors and a sense of place but also the opportunity to break away from the market's hegemonic domination by corporate beer. The typical craft beer drinker is male, young, and has a relatively high income. And, although women have recently gotten more involved, there have been callout warnings about the lack of diversity in the craft beer movement. The industry acknowledges the problem and is trying to cultivate a positive change. This study used a phenomenological approach to, firstly, explore the meaning of craft beer and, secondly, unearth the perceptions of diversity within the movement. Results indicate that meaning is constructed collectively around the beer, people, place, and community. Moreover, a significant part of the clientele is conscious of the lack of racial diversity and fairly uneasy about it. Therefore, reaching out to a more racially diverse clientele might be not only politically correct but also desirable to keep up with the expectations of a large part of the current customer base.

Keywords: Craft beer; locavores; micro entrepreneurship; neo localism. Journal of Foodservice Business Research; Volume 25, Issue 6, Pages 630 – 651; 2022

http://dx.doi.org/10.1080/15378020.2021.1964932