

## ABSTRACT (ENGLISH)

### VIDEOART AND APPROPRIATION: A CRITICAL TOOL TO DENOUNCE GENDER VIOLENCE IN THE IMAGES.

This doctoral thesis has as main objective to analyze and report gender-based violence that exists in the visual culture and the media narratives that we consume, showing specifically how videoart made by women is a form of empowerment and social criticism. This objective will be reached through Videoart and appropriation of images taken from other media such as Television or Cinema.

This research is divided into two parts: the first develops the Video in the art practice as a critical vehicle. In this segment the different techniques employed by several videoartists are also addressed and it shows how the language of this language of the arts constitutes a rebellious response against the system and the media, especially television. The second part of the thesis is focused on the analysis of gender discourse in the field of Videoart. There have been selected several examples of representative artistic works, indicative of the power that Video production has as a critique of patriarchal society and gender violence as established roles, fixed stereotypes, imposed identities, etc.

Methodologically the work has been performed collecting, studying and analyzing a wide range of Video productions, evaluating not only those associated with the arts but also those that largely determine social behaviors, such as Television images. Subsequently, and after handling simultaneously essays, studies, and research carried out by other authors about the Videographic practice in the fields of audiovisual communication, theory and criticism of the arts, it is diagnostically ascertained how the use of Video enables the analysis and criticism regarding gender by means of the PhD student own artistic practice, which has taken place between two territories: Spain and Mexico.

The artistic language of Video has got a transformative, critical and pedagogical function. If through Television or Cinema we can get to learn and accept violence, sexist behavior, machismo... then, we could assume that through the practice and exhibition of Videographic proposals with non discriminatory feminist content, we would be able to "unlearn" patterns, behaviors and habits that have been tacitly imposed.

With the results obtained in this theoretical-practical research, this issue is explicitly proposed, presenting as an alternative an educational, reflexive and constructive use and exercise of the Videographic practice.

**KEYWORDS:** Videoart, appropriation, gender violence, culture, media.