

CULTURAL INDUSTRY AND CINEMA: PROJECTIONS OF GENDER COMMUNICABILITY IN EDUCATION

Abstract

This study discusses ideologies culturally transmitted by technological artifacts that imprint our desires and sensations, fragmenting and causing the loss of meaning and intellectual stiffening in times of change. It is a question of analyzing gender issues evidenced in school, problematizing the formative processes through cinema, so that a critical, creative experience of dialogical learning and openness to differences can emerge, since the cinema can reeducate the homogenizing bases of the culture. By problematizing the cinema, we generate new hermeneutic understandings to break with trends and convenience in school and make this resource a pretext for educational interlocution, questioning the unequal, petrified and dominating gender narratives, perpetuated culturally. As a result, we indicated that the root cause of communicatively shared problems need a critical-reflexive look at human production, to resist immobility, the naive dissemination of stereotypes and exclusions in social environment.

Keywords: *Cultural industry. Cinema. Gender inequality. Education.*