

COMMUNICATION AND GENDER

Course contact hours: 45

Number of sessions: 30

Recommended credits: 6 ECTS – 3 US credits

Introduction to the course

This course aims to reflect on the importance of the media in the production, reproduction and perpetuation (or change) of gender roles. We will investigate how socially constructed gender categories inform our daily lives as citizens, consumers and creators of public discourse. We will also explore the dynamic relationship between gender and other identity categories (race, religion, class, sexuality, nationality, etc.). Finally, this course will analyse the contents of the press, radio, television, TV series, movies and Internet from a gender perspective.

Objectives

The course has the following main learning objectives:

- To analyse the relationship between gender and communication in a variety of situational contexts.
- To produce a series of critical reflections regarding gender and communication.
- To consider how class, gender, ethnicity and sexuality interrelate in practice by reflecting on a selection of contemporary works that link multiple social categories.

Requirements

- Fluent in English

Contents

1. Introduction. Theoretical Framework.

- 1.1. Communication, Gender and Culture.
- 1.2. Theoretical and Historical Understanding of Gender, Femininity and Masculinity.
- 1.3. Class, Gender, Ethnicity and Sexuality
- 1.4. Gender and Media: reproduction of gender roles and stereotypes

2. Gender and Media

- 2.1. Political Communication from a Gender Perspective
- 2.2. News production and Gender. Entertainment and Gender.
- 2.3. Culture and Gender Stereotyping in Advertisings.
- 2.4. Gender Stereotypes in Movies and TV series. Movies/TV series that break the gender stereotype.
- 2.5. Gender and Social Media
- 2.6. Gender and Music

3. Gender, Communication and Social Change

- 3.1. Gender Activism
- 3.2. Internet, Social Movements and Feminism.
- 3.3. Interculturality Communication and Gender
- 3.4. Developing professional projects or media content from a gender perspective: digital platforms and websites.

Class Schedule

WEEK	DAY	TOPIC	READINGS	ASSINGMENT
UNIT 1: INTRODUCTION. THEORETICAL FRAMEORK				
1	1/15	Class introduction. Communication & Gender	Wood Ch.1	
	1/15	Theoretical and Historical Understanding of Gender	Wood Ch.1	
2	1/22	Class, Gender, Ethnicity and Sexuality	Frable	Discussion 1
UNIT 2: GENDER AND MEDIA				
2	1/24	Political Communication from a Gender Perspective	Gallagher Ch.2	Group project 1
3	1/29	News Production and Gender	Ross, K. & Padovani, C. Introduction	
	1/31	News Production and Gender	Ross, K. & Padovani, C. Introduction	
4	2/5	Entertainment and Gender	Gauntlett. Introduction	Discussion 2
	2/7	Entertainment and Gender	Gauntlett . Introduction	Group Project 2
5	2/12	Advertising and Gender		
	2/14	Stereotypes, movies, TV	Acosta-Alzuru	
6	2/19	Gender, movies, TV	Jensen & Oster	
	2/21	Magazines and Gender	Gauntlett, ch. 8-9	Discussion 3
7	2/26	Assessment Period		Mid Term Exam
	2/28			
8	3/5	Gender and Social Media	WACC	Group Project 3
	3/7	Gender and Music		
UNIT 3: GENDER, COMMUNICATION AND SOCIAL CHANGE				
9	3/12	Gender Activism	IWMF	
	3/14	Internet, Social Movements and Feminism		
10	3/19	Fans and Empowerment	Jenkins	Group Project 4
	3/21	Interculturality, Communication and Gender		Discussion 4
11	3/26	Holidays		
	3/28			
12	4/2			
	4/4	Gender Equality and Media	Ross, K. & Padovani, Ch.1	
13	4/9	Glass Ceiling in Media Industries	Ross, K. & Padovani Ch. 1	Group Project 5
	4/11	Gender, media and workplace	Ross, K. & Padovani Ch. 1	
14	4/16	Developing professional and academic projects		Case Study (Group Project) Presentation
	4/18	Wrap Up	Wood Epilogue	

15	4/23	Assessment Period	Final Exam
	4/25		Final Review

Grading

Final exam: 40%. This exam evaluates students on conceptual knowledge and it will cover assigned readings, lectures and discussions.

Group project: 40%: research project on a topic related to gender and communication. The project involves exploring an issue through a specific, real life case study. The project will culminate in a 15-20 minute class presentation about the case study.

Class participation: 20%. It includes class attendance, readings and class participation.

Bibliography

Acosta-Alzuru, C. 2003. "I'm Not a Feminist. . . I Only Defend Women as Human Beings": The Production, Representation, and Consumption of Feminism in a Telenovela." *Critical Studies in Media Communication* 20 (3): 269–294. doi:10.1080/07393180302775.

Gallagher, M. (2001). *Gender setting: new media agendas for monitoring and advocacy*. London New York: Zed Books in association with WACC London.

Gauntlett, D. (2008) *Media, gender and identity*. New York: Routledge.

Harris, G. (2006). *Beyond Representation: Television Drama and the Politics and Aesthetics of Identity*. Manchester: Manchester University Press.

IWMF (2010) *Global Report on Status of Women in the News Media*, International Women Media Foundation, Washington www.iwmf.org

Jensen, R & OSTER, E (2009): "The power of TV: Cable Television and Women's Status in India". *The Quarterly Journal of Economics*, 124, 8, pp. 1057-1094.

Ross, K. & Padovani, C. (Coord.) (2016) *Gender Equality and the Media: A Challenge for Europe*. London: Routledge/ECREA

Smith, S.L. (ed.) (2010). *Gender oppression in cinematic content? A look at females on screen & behind-the-camera in top-grossing 2007 films*. Los Angeles: Annenberg School for Communication & Journalism

WACC, *Who makes the News*, www.whomakesthenews.org

Wood, J.T. (2015). *Gendered Lives: Communication, Gender & Culture*. Stamford, CT: Cengage Learning.