

MCG-125 Gender & Media Studies (3 CHs)

Prerequisites: None

Course Description:

This course provides critical introduction to the relations between gender, media and culture. It explores the ways in which feminist theory and feminist research contribute to the fuller understanding of the multiple roles of the media in the construction of gender in contemporary societies.

Course Objectives:

The course is designed to facilitate students to

- Understand gender-related issues and their factors in culture and media.
- Analyze and use gender sensitive strategies considering the role of culture and media.

Course Learning Outcomes:

After completion of course, students shall be able to:

- Explain and analyze the implications of gender issues in development and work in a more gender-sensitive manner.
- Critically explore and analyze the gender role prevailing in different cultures and the origin and impact of these roles.
- Develop the skill set to analyze and interpret gender constructs in media

Course Contents:

- Feminist Media Studies and Specific Models
- Gender and Language
- Masculinities and Femininities in Discourse
- Gender and Visual Culture
- Cultural Studies Approach to Gender, Race and Class in the Media
- Cultural Conflict and Control in the Age of Image
- Gendered Approach with Communications and Culture
- Analysis of Media Representations through Content Analysis
- What are Representations? Research approaches to Gender Representation

- Intertextuality; Studying Audiences; Effect theories; Cultivation Theory; Uses and Gratification; Encoding/Decoding
- Identity and Frameworks of Knowledge; Media pleasures; Gendered pleasures, Transnational theory
- History of Sexualization; Commercialization of Sexuality,
- Analysis of Popular Genres (such as soap, talk shows, advertising and music)
- The Subject and Identity; Stereotypes: Gendered Genres

Textbooks:

- Wood, J. T. (2010) Gendered Lives: Communication, Gender and Culture. 9th edition. Wadsworth Publishing.
- Dines, G. and Humez, J. M. (2002) Gender Race and Class in Media: A Text Reader, Sage publications, 2nd edition .

References Books:

- Eckert, P. and McConnell-Ginet, Sally (2003) Language and gender. New York, Cambridge University Press
- Holmes, J. and Meyerhoff, M. (2005) The handbook of language and gender. Malden, MA: Blackwell.
- Zoonen, L.V. (1994) Feminist Media Studies, Sage Publication Ltd.