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| **General Information** |
| **Course name** | Gender and Media | **ECTS Credits** | **5** |
| **Semester** | **winter** |
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| **Aims** |
| The aim of this course is to present students with an insight into the way various genders are represented in the media. The course explains the stereotypical depiction of hetero-normativity in the Western society focusing on television (sitcoms, music industry, films, pornography and the news), the press (magazines), advertisements, etc. Based on different theories, students will analyse various films, videos, texts and other material and present a critique of stereotypical presentation of gender in contemporary media. |
| **Contents** |
| Week 1: Introduction to the course. Week 2: Gender and Media terminology. Week 3: Stereotypes in media production. Week 4: Gender in the news, advertisements, press. Week 5: Gender and Television I. Week 6: Gender and Television II. Week 7: Tutorials. Week 8: Gender and music videos. Week 9: Queering the mainstream. Week 10: Sexualization and Pornography. Week 11: Violence. Week 12: Final discussion/Final exam. Week 13: Tutorials. Week 14: Tutorials. |
| **Evaluation** |
| Attendance - students are expected to attend each class according to the schedule. No transfers among the groups are allowed. Students are allowed to miss two classes at the most. Should s/he miss three or more classes, s/he will not receive credits for the course. The student must be on time for class or s/he will be marked as absent. Assessment:Class participation – 20% Research paper – 30% (deadline for the paper: Week 10) Course exam/Final discussion – 50% The final grade for the course will be based on the following grading scale: A100-93% B92-86% C85-78% D77-72% E71-65% FX 64% and less Cheating and/or plagiarism will result in an automatic FX for the course and a memo to the Head of the Department explaining why the FX was awarded. |
| **Bibliography** |
| Carter, Cynthia and Linda Steiner [ed.]. 2004. Critical Readings: Media and Gender. Maidenhead, Berkshire: Open University Press, 2004. ISBN: 0-335-21097-X. Foucault, Michel. 1990. The History of Sexuality: Volume 1: An Introduction. New York : Pantheon Books, 1990. ISBN-10: 0679724699. —. 1990. The History of Sexuality: Volume 2: The Use of Pleasure. New York : Pantheon Books, 1990. ISBN-10: 0394751221. Findlen, Barbara, [ed.]. 2001. Listen Up: Voices From the Next Feminist Generation. Emeryville: Seal Press, 2001. ISBN: 1-58005-054-9. Gauntlett, David. 2002. Media, Gender and Identity: An Introduction. New York : Routledge, 2002. ISBN-10: 0415189608. Halberstam, J. Jack. 2012. Gaga Feminism: Sex, Gender, and the End of Normal. Boston: Beacon Press, 2012. ISBN: 978-0-8070-1098-3. Hall, Stuart. 1980. Encoding/Decoding. [ed.] Stuart Hall, et al. Culture, Media, Language. London : Routledge, 1980, pp. 117-127. Jackson, Stevi and Sue Scott [ed.]. 2002. Gender: A Sociological Reader. New York: Routledge, 2002. ISBN: 0-415-20180-2. Malti-Douglas, Fedwa, [ed.]. 2007. Encyclopedia of Sex and Gender. New York : Thompson Gale, 2007. ISBN-10: 0028659600. Mulvey, Laura. Visual Pleasure and Narrative Cinema (1975). [Online] [Cited: August 10, 2013.] pp. 6-18. http://imlportfolio.usc.edu/ctcs505/mulveyVisualPleasureNarrativeCinema.pdf. Pilcher, Jane and Whelelan, Imelda. 2004. Fifty Key Concepts in Gender Studies. London : Sage Publications Ltd., 2004. ISBN 0 7619 7035 5. Wolf, Naomi. 2002. The Beauty Myth: How Images of Beauty are Used Against Women. New York : Harper Perennial, 2002. ISBN-10: 0060512180. |