

DEREE COLLEGE SYLLABUS FOR:	
SO 4223 GENDER, MEDIA AND SOCIETY (Updated Spring 2015)	
UK LEVEL: 5 UK CREDITS:15 US CREDITS: 3/0/3	
PREREQUISITES:	SO 1000 LE Introduction to Sociology or SO 1001 LE Sociology of Modern Life One additional course in Sociology
CATALOG DESCRIPTION:	Gender and media in contemporary societies. Representation of men and women on television, magazines, advertisements, the new media etc. Fashion industry and consumer discourses. Constructions of femininity and masculinity. Gender socialization and stereotypes. Gender identity and body culture.
RATIONALE:	Using examples largely drawn from Greek, British and American media, the course covers topics such as advertising and gender, men's and women's magazines, and gendered approaches to television, gender and the new media. It critically explores the changing nature of gender representations in the context of wider social changes, as well as the impact of consumer discourses on different media products in shaping images and ideas about gender, sexuality and individual self-identities. Through the presentation of a range of theoretical and empirical studies, the course aims to document, analyze and interpret the use of stereotypical images, the role of the media in the social construction of femininity and masculinity, their impact on gender socialization, the role of celebrity culture. By focusing on issues related to various areas of discourse in a critical way, it intends to have broader appeal to students majoring in the social sciences, humanities, or media studies.
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. Demonstrate understanding of the role of the media in the social construction of gender. 2. Think critically about representations of gender in a range of different media. 3. Demonstrate knowledge of theoretical approaches and apply them to the study of the media. 4. Relate the changing representations of gender to wider social changes.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> ➤ Classes consist of lectures, class discussions based on course readings, screenings and extensive use of audio-visual material. ➤ Office hours: students are encouraged to make full use of the office hours of their lecturer, where they can address issues pertinent to the course material, ask questions and seek guidance on their research paper.

	<p>➤ Use of a blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</p>								
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>Midterm seen exam (75' mins)</td><td>40%</td></tr> <tr> <td>Project (3,500 words)</td><td>60%</td></tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>One take- home assignment</td><td>0</td></tr> <tr> <td>Class exercises</td><td>0</td></tr> </table> <p>The formative assessments aim to prepare students for the project and test Learning Outcomes 1,2,3</p> <p>The midterm exam tests Learning Outcomes 1,2,3,4 The project tests Learning Outcomes 1,2,3,4 and writing skills</p>	Midterm seen exam (75' mins)	40%	Project (3,500 words)	60%	One take- home assignment	0	Class exercises	0
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One take- home assignment	0								
Class exercises	0								
INDICATIVE READING:	<p>REQUIRED READING:</p> <p>Book chapters and journal articles reserved in the JSB Library or available in electronic form:</p> <p>Baehr, H. and Gray A. (1996)<i>Turning it On: A Reader in Women and Media</i>, London: Arnold.</p> <p>Carter, L. and Steiner, L. eds.(2014), <i>The Routledge Companion to Media & Gender</i>, NY: Routledge</p> <p>Carter, L. and Steiner, L. eds. (2004), <i>Critical Readings: Media and Gender</i>, Mainhead: Open University Press.</p> <p>Connell, R.W (1995) <i>Masculinities</i>, Berkeley, LA: University of California Press.</p> <p>Dines, G and Humez, J. M. eds (2015) <i>Gender, Race and Class in Media: A Critical Reader</i>, 4th ed. London: Sage.</p> <p>Geraghty, C. (1991) <i>Women and Soap Opera: A Study of Prime Time Soaps</i>, London: Polity.</p> <p>Gill, Rosalind (2007) <i>Gender and the Media</i>, Cambridge: UK: Polity.</p> <p>Gauntlett, David (2008) <i>Media, Gender and Identity: An Introduction</i>, 2nd ed. Oxon: Routledge.</p> <p>Graig, S. (1992) <i>Men, Masculinity and the Media</i>, London: Sage.</p> <p>Goffman, E. (1979) <i>Gender Advertisements</i>, New York: Harper & Row.</p>								

Goldman R. (1992) *Reading Ads Socially*, London: Routledge.

Kimmel, M. and Messner, M. (1998) *Men's Lives*, Boston: Allyn and Bacon.

Macdonald, M. (1995) *Representing Women: Myths of Femininity in Popular Media*. London: Arnold.

McRobbie, A. ed. (2000) *Feminism and Youth Culture*, London: Macmillan.

Morreale, J. (ed) (2003) *Critiquing the Sitcom: A Reader*, Syracuse N.Y.: Syracuse University.

Nixon, S.(1996) *Hard looks : Masculinities Spectatorship & Contemporary Consumption*, London : UCL.

Richardson, N. & Wearing, S. (2014) *Gender in the Media*, NY: Palgrave Macmillan

Wykes, M. & Gunter, B. (2005) *The Media and Body Image: If Looks could Kill*, London: Sage. (Electronic resource EBSCO)

Thornham, S. (2007) *Women, Feminism and Media*, Edinburgh: Edinburgh University Press.

RECOMMENDED READING:

Ballaster, R. Beetham, M. Frazer, E. and Hebron, S.(1992) *Women's Worlds: Ideology, Femininity and Woman's Magazine*, London: Macmillan.

Bordo, S. (1993), *Unbearable Weight: Feminism, Western Culture and the Body*, Berkeley: University of California Press.

Brundson, C. (2000) *The Feminist, the Housewife and the Soap Opera*, Oxford: Oxford University Press.

Cranny-Francis, A et al (2003) *Gender Studies: Terms and Debates*, Palgrave Macmillan.

Currie, d. (1999) *Adolescent Magazines and their Readers*, Toronto, Ont: University of Toronto (electronic resource EBSO)

Dines, G and Humez, J. M. eds (2003) *Gender, Race and Class in Media: A Text- Reader*, London: Sage.

Hall, S. ed.(1997) *Representation: Cultural Representations and Signifying Practices*, The Open University Series, London: Sage.

Hodkinson, P. (2011) *Media, Culture and Society: An Introduction*, Los Angeles, Calif.: Sage.

	<p>Jackson, P. Stevenson, N. and Brooks, K. (2001) <i>Making Sense of Men's Magazines</i>, Cambridge: Polity.</p> <p>Kearney, M. C., (2012) <i>The Gender and Media Reader</i>, New York: Routledge.</p> <p>McRobbie, A. (2000) <i>Feminism and Youth Culture</i>, New York: Routledge</p> <p>Miller, T. ed (2002) <i>Television Studies</i>, London: British Film Institute.</p> <p>Radway, J. (1991) <i>Reading the Romance: Women, Patriarchy, and Popular Literature</i>, 2nd ed Chapel Hill: University of North Carolina.</p> <p>Rowe, K. (1995) <i>The Unruly Woman: Gender and the Genres of Laughter</i>, Austin, Texas: University of Texas.</p> <p>Rundstrom, T.(2012) <i>Empowered Femininity: The Textual Construction of Femininity in Women's Fitness Magazines</i>, Newcastle upon Tyne: Cambridge Scholars (Electronic resource EBSCO)</p> <p>Tasker, Y. and Negra, D. eds (2007) <i>Interrogating Postfeminism: Gender and the Politics of Popular Culture (Console-ing Passions: Duke.</i></p> <p>van Zoonen, L. (1994) <i>Feminist Media Studies</i>, London: Sage.</p>
INDICATIVE MATERIAL: <i>(e.g. audiovisual, digital material, etc.)</i>	REQUIRED MATERIAL: Ppts and specific videos, articles posed on BB each time RECOMMENDED MATERIAL: videos, articles, reports posted on BB each time
COMMUNICATION REQUIREMENTS:	Verbal skills using academic / professional English.
SOFTWARE REQUIREMENTS:	Word, ppt
WWW RESOURCES:	<p>Kosut, M. ed. <i>Encyclopaedia of Gender in Media</i> (EBSCO) www.theory.org.uk www.uiowa.edu/~commstud/resources/gendermedia lib www.syr.edu/research/internet/mass_communications www.swc.cfc.gc.ca/publish/beijjrg5/media.e.pdf</p> <p>Useful specialized journals include:</p>

	<p><i>Body and Society</i> http://bod.sagepub.com</p> <p><i>Gender and Society</i> http://gas.sagepub.com</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Social Construction of Masculinity and Femininity 2. Representations of Gender in the past 3. From the Household Manager to the “New” Woman 4. Advertising and the “New Man” 5. Gender representations in advertising Women and Advertisements 6. Gender and Consumerism 7. Commodity Feminism 8. The “Commercialization” of Masculinities: From the “New Man” to the “New Lad” 9. The “Body Culture” 10. Refashioning the Body 11. Women’s Magazines and female identities: 12. Men’s Magazines and modern masculinities 13. Women’s Genres”: The Feminist Engagement 14. Gender and TV shows 15. Gender in the new media 16. A Post -feminist Media Culture?