

DEREE COLLEGE SYLLABUS FOR: SO 4123 GENDER, MEDIA AND SOCIETY

(Previously SO 4223 Gender, Media and Society)

(Updated Spring 2022)

UK LEVEL: 6
UK CREDITS:15
US CREDITS: 3/0/3

PREREQUISITES:

SO 1000 Introduction to Sociology **OR**
 SO 1001 Sociology of Modern Life

CATALOG DESCRIPTION:

Contemporary approaches, studies and debates on gender and mediated communications. Past and present representations of gender, sexuality and intersectionality in various media texts and outlets. Gender, power and identity in the digital era. Gender audiences and fan cultures.

RATIONALE:

Drawing on literature from sociology, feminist theory, media and cultural studies, the course examines the role of media in constructing gender (and its intersections with class, sexuality, age and race); gender representations in the context of broader social (and technological) changes; the impact of advertising and consumer discourses in shaping images and ideas about gender and individual self-identities; the feminist critique, and the media audiences' reception. Through the presentation of a range of theoretical and empirical studies and examples drawn from Greek and Anglo-American mass and online media, the course critically examines how media representations reinforce or subvert gender stereotypes and ideologies.

LEARNING OUTCOMES:

1. Develop understanding of the role of the media in constructing gender and its intersections with sexuality, race and ethnicity
2. Develop a critical approach to the study of gender representations in different media.
3. Analyze theoretical approaches and apply them to the study of media.
4. Discuss the changing representations of gender in relation 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:

- 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.
- Use of a blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

ASSESSMENT:

Summative:

First Assessment: Midterm seen exam	40
Final Assessment: Paper (3,500 words +/- 10%) with a visual component (critical analysis of some media text)	60

Formative:

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In-class exercises and online assignments, application on case studies	0				
<p>INDICATIVE READING:</p>	<p>REQUIRED READING: Book chapters and journal articles reserved in the JSB Library or available in electronic form.</p> <p><u>Indicative list of required readings:</u></p> <p>Carter, L. Steiner, L. and & McLaughlin, 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>Dobson, A. (2015) <i>Postfeminist Digital Cultures: Femininity, Social Media, and Self-Representation</i>. New York: Palgrave Macmillan</p> <p>Dow, B. J. & Wood, J. (2006) <i>The SAGE Handbook of Gender and Communication</i>, London: Sage.</p> <p>Dyer, R. (2002) <i>The Matter of Images Essays on Representations</i>, Routledge.</p> <p>Elias, A. S. and Gill. R (2017). “Beauty Surveillance: The Digital Self-Monitoring Cultures of Neoliberalism”, <i>European Journal of Cultural Studies</i>, 21(1), pp. 59-77.</p> <p>Gill, R. (2007) <i>Gender and the Media</i>, Cambridge: UK: Polity.</p> <p>Gill, R. (2007). “Postfeminist Media Culture: Elements of a Sensibility”, <i>European Journal of Cultural Studies</i>, 10(2), 147-166.</p> <p>Gill, R. (2008). Empowerment/Sexism: Figuring Female Sexual Agency in Contemporary Advertising, <i>Feminism & Psychology</i>, 18(1), 35-60.</p> <p>Gill, R.& Scharff, C. ed. (2011) <i>New Femininities: Postfeminism, Neoliberalism and Subjectivity</i>, London: Palgrave-Macmillan</p>				

- Gill, R. and Elias, A. S. (2014). “‘Awaken Your Incredible’: Love your Body Discourses and Postfeminist Contradictions” *International Journal of Media and Cultural Politics*, 10(2), pp. 179-188.
- Gauntlett, David (2008) *Media, Gender and Identity: An Introduction*, 2nd ed. Oxon: Routledge.
- Graig, S. (1992) *Men, Masculinity and the Media*, London: Sage.
- Goffman, E. (1979) *Gender Advertisements*, New York: Harper & Row.
- Goldman R. (1992) *Reading Ads Socially*, London: Routledge.
- Hall, S. Evans, J. and Nixon, S. (2013) *Representation: Cultural Representations and Signifying Practices*, London: Sage.
- Hodkinson, P. (2011) *Media, Culture and Society: An Introduction*, Los Angeles, Calif.: Sage.
- Kimmel, M. and Messner, M. (1998) *Men's Lives*, Boston: Allyn and Bacon.
- Krijnen, T. and van Bauwel, S. (2015) *Gender and Media Representing, Producing, Consuming*, Routledge.
- Macdonald, M. (1995) *Representing Women: Myths of Femininity in Popular Media*. London: Arnold.
- McRobbie, A. (2004) “Post-feminism and popular culture”, *Feminist Media Studies*, 4:3, 255-264.
- McRobbie, A. (2009). *The aftermath of feminism: Gender, Culture and Social Change*. Sage.
- Mulvey, L. (1975) ‘Visual Pleasure and Narrative Cinema’, *Screen*, 16(3): 6–18
- Ross, K. (ed.) *Handbook of Gender, Sex and Media*. Oxford: Wiley-Blackwell.
- Richardson, N. & Wearing, S. (2014) *Gender in the Media*, NY: Palgrave Macmillan.
- Smith, C. Attwood, F. McNair, B. (2017) *The Routledge Companion to Media, Sex and Sexuality*, Routledge.
- Tasker, Y. and Negra, D. (eds) (2007) *Interrogating Postfeminism: Gender and the Politics of Popular Culture*, Duke University Press.
- Thornham, S. (2007) *Women, Feminism and Media*, Edinburgh: Edinburgh University Press.
- Waters, M. ed (2011) *Women on Screen: Feminism and Femininity in Visual Culture*. Palgrave-Macmillan
- Wolf, N. (1991) *The Beauty Myth, The Beauty Myth: How Images of Beauty Are Used Against Women*, NY: Morrow.

	<p>Wykes, M. & Gunter, B. (2005) <i>The Media and Body Image: If Looks could Kill</i>, London: Sage. (Electronic resource EBSCO)</p> <p>Yousman, B. Yousman, L.B. Dines, G, McMahon-Humez, J. (2020) <i>Gender, Race and Class in Media: A Critical Reader</i> (6th ed), Sage.</p> <p>RECOMMENDED READING: Ballaster, R. Beetham, M. Frazer, E. and Hebron, S. (1992) <i>Women's Worlds: Ideology, Femininity and Woman's Magazine</i>, London: Macmillan.</p> <p>Bordo, S. (1993), <i>Unbearable Weight: Feminism, Western Culture and the Body</i>, Berkeley: University of California Press.</p> <p>Brundson, C. (2000) <i>The Feminist, the Housewife and the Soap Opera</i>, Oxford: Oxford University Press.</p> <p>Cranny-Francis, A et al (2003) <i>Gender Studies: Terms and Debates</i>, Palgrave Macmillan.</p> <p>Geraghty, C. (1991) <i>Women and Soap Opera: A Study of Prime-Time Soaps</i>, London: Polity.</p> <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>Morreale, J. (ed) (2003) <i>Critiquing the Sitcom: A Reader</i>, Syracuse N.Y.: Syracuse University</p> <p>Radway, J. (1991) <i>Reading the Romance: Women, Patriarchy, and Popular Literature</i>, 2nded Chapel Hill: University of North Carolina.</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>Van Zoonen, L. (1994) <i>Feminist Media Studies</i>, London: Sage.</p> <p>Van der Meulen, E. and Heynen, E. eds (2016) <i>Expanding the Gaze: Gender and the Politics of Surveillance</i>, Toronto: Toronto University Press.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: Ppts, specific videos and articles posted on BB each time</p> <p>RECOMMENDED MATERIAL:</p>

	videos, articles, reports posted on BB each time
COMMUNICATION REQUIREMENTS:	Verbal skills using academic / professional English.
SOFTWARE REQUIREMENTS:	Word, ppt
	<p>Encyclopaedia of Gender in Media (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/beijirg5/media.e.pdf</p> <p>Useful specialized journals include:</p> <p><i>Body and Society</i> http://bod.sagepub.com <i>Gender and Society</i> http://gas.sagepub.com <i>Feminist Media Studies</i> https://www.tandfonline.com/toc/rfms20/current <i>European Journal of Women's Studies</i> https://journals.sagepub.com/home/ejw</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. <i>Gender and the Media</i> 2. <i>The Social Construction of Gender and the role of the media</i> -Why media representations matter? 3. <i>Analysing gender in media texts: Introduction to key themes, concepts, theoretical and methodological approaches</i> Feminist perspectives, masculinity studies, queer theory, postmodernism, postcolonial studies, postfeminism, in media studies; Research methods: semiotics, content and discourse analysis 4. <i>Gender Representations in the past</i> 5. <i>Gender Representations today</i> -The changing representations of femininity and masculinity in different media outlets; media representations and intersectionality; media representations and sexuality -Case studies: magazines, TV programs, music, films, video/online games, sports, social media 6. <i>Bodies and Objectification</i> -The resexualization of women's bodies in the media - Eroticised male bodies 7. <i>Advertising and consumer discourses (re)construct femininity</i> -Reading ads socially; commodity feminism. -Advertising and Postfeminism: Empowerment or sexism? 8. <i>The Commercialization of Masculinities</i> 9. <i>News, Gender and journalism</i> -infotainment and women's representation in the news; the feminization of journalism -reporting on sexual violence 10. <i>Social media, virtual communities, fandom and activism</i> -Gender and self- representation in the social media; online communities and gender; gender and cyberactivism 11. <i>Post -feminist Media Culture? Interrogating Post-feminism</i>