

Communication and Genre Studies

Code: 103101
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	4	0

Contact

Name: Juana Gallego Ayala
Email: Joana.Gallego@uab.cat

Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Other comments on languages

Use of Spanish and Catalan by professor and students, Indifferently

Prerequisites

There are no special requirements in this Subject, but students who choose this matter should be interested in gender inequality and social change.

This Subject is focused from a gender perspective.

Objectives and Contextualisation

Main Goals:

To reflect about biological and cultural dimorphism (the gender/sex system) and the implications that this sexual dicotomy have to people. It is important to pay attention to the socialization process, including the different cultural institutions related to gender roles transmission: family, school, religion, cultural, political and social institutions and mass media.

The specific goals of this subject are to reflect about the importance that Mass Media has achieved in the contemporary society, especially in the reproduction and perpetuation of gender roles and stereotypes. Mass-Media has been important since it was born, but nowadays is a fundamental actor of the social process, which can't be understood without its action. Mass media can be useful to the reproduction of conventional gender stereotypes, but also they can depict new models of identification and help to renovate the collective imagery.

Conventional Media (printed press, magazines, radio, television) as well as the new forms of communication that have appeared with internet (from digital newspapers to Social Media or Youtube) are an stretegic new forum where most of the public and private events are treated and depicted. This Subject proposes a critical approach to the matter from a gender perspective.

To sumarize, this subject proposes:

a) To reflect and analyze mass media content from a gender perspective. Mass Media reproduces the cognitive basis of the society, presenting different interpretations of the events that are crucial to the society phenomena perception.

b) To study the interdependence between the Mass Media and the Society, and how they produce, maintain and reproduce the social change, specially related to gender identities.

This Subject contemplates the content of the daily press (printed and digital), radio and television news, entertainment programmes, advertising, Tv. series, fiction and cinema, videoclips, and the new Social Media to social action, from a gender perspective.

Competences

- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the medias structure.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Properly apply the scientific method, raising hypotheses regarding journalistic communication, validating and verifying ideas and concepts, and properly citing sources.
- Respect the diversity and plurality of ideas, people and situations.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Apply scientific methods in a cross-cutting manner in the analysis of the relations between technological change and media access.
2. Appraise the social impacts of technological mediation in modern communication.
3. Demonstrate ethical awareness and empathy with the entourage.
4. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
5. Disseminate the areas knowledge and innovations.
6. Generate innovative and competitive ideas in research and professional practice.
7. Respect the diversity and plurality of ideas, people and situations.
8. Rigorously apply scientific thinking.

Content

The different aspects treated in this Subject are:

Theme 1. Basic concept about gender. Sex/Gender System. Socialization and gender identity: school, family, social, political and cultural institutions. Mass Media Action. The Gender Roles. The production of knowledge from an androcentric perspective. Myths, archetypes and Stereotypes

Theme 2. Mass Media as an strategic forum of power. The social conditions in the production of information. The role of Mass Media in the identity construction process. The situation of Freedom of Expression in the World.

Theme 3. The Production of the Information. Information Mechanisms and Production of Gender Stereotypes. Workers in the Mass Media Industry and Gender. National and International Studies. The Glass Ceiling and the Sticky Floor.

Theme 4. Gender Asymmetry Representation in the Mass Media. Gender Dimorphins: He does/She is. The most common gender stereotypes in the Mass Media. Different journalistic fields: politics, society, culture, sport, etc. The specific case of Women Sports. Invisibility of other gender identities.

Theme 5. Gender-Based Violence. Different types of violence against women. Sexual violence and Mass Media. National and International Legal Frame about Gender-Based Violence. Mass Media Representation of Gender Based Violence against Women and other vulnerable groups.

Theme 6. Gender Perspective and Information. Using Gender Perspective in the News. Recommendations to avoid gender stereotyping treatment in the Mass Media and in the Entertainment Programmes.

Theme 7. Advertising as and Euphoric Discours. Consume Society and Advertising. The impact of Advertising in the Society. Supreme values and Advertising discours. The most Common Gender Stereotypes in the Adversiting Industry. The Advertising Law.

Theme 8. New communicative models: The impact of Social Media in Communication System. Entertainment Programmes and Gender roles. Other formats: videoclips, Youtube, web series, etc. Entertainment and fiction. The Golden Age of Television Series. Gender Stereotypes in the new Television Series and masculine and feminine roles.

Theme 9. The cinema. Fiction as constructor of the Social Imaginery. Most common gender roles in fictional narrative. The case of Violence against women in the cinema.

Theme 10. Social Responsibility of Mass Media. New social tendencies about sexism and feminism. Creative use of Mass Media to overcome sexism and gender stereotypes. Future Perspectives.

Methodology

The Methodology of the Subject is as follow:

1) Theoretical explanation of basic and fonamental concepts of the Subject. The professor will order some practical assignments that students will present in the following session.

2) In the following session students will orally present the assignments previously asked by the professor. Assignments can't be submitted days or weeks after they have been presented in class. 80% of the excercises are required to pass the course.

3) Collective debate about the results of the exercises individually done by the students.

The professor could propose other types of excercises, individual or collectively, according to the Programme needs, p.e mandatory readings, books reviews, etc.

Any other evaluation system must be agreed with the professor and only by justified reasons.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Oral exposition in the class of the practical exercises done in the course	20	0.8	3, 4, 7
Type: Supervised			
Written Essays about different topics included in the Programme	50	2	8, 3, 6
Type: Autonomous			

Written Reports about different topics included in the Programme	80	3.2	8, 4, 5
--	----	-----	---------

Assessment

1. The subject includes the following envisaged activities:

a) Weekly Written Reports about different aspects treated in the theoretical sessions. About 4 to 6 assignments are expected to be handed in. (This Activity represents 45% of the final grade).

b) Written Essay about some aspect included in de Programme. About 2 to 4 assignments are expected to be handed in (This Activity represents 35% of the final grade).

c). Oral Exposition of some of the exercises done Weekly. (This Activity represents 20% of the final grade). (To be able to pass the subject is necessary to do oral expositions of 50% of the total proposed exercises)

Attendance to classes and active participation is also considered in the final grade. (75% of classes attendance required).

2. Evaluation Activities Schedule:

-Written Reports must be done weekly, and students have to present them no more than two weeks later. It is not possible to submit them several weeks afterwards.

3. Revaluation process:

In the case that the student has not done o has not passed the minimum number of assignments required (80% of the total), she/he will dispose of 3 weeks to elaborate the exercises.

If the student has obtained less than 3,5 in the normal evaluation, she/he will have to reelaborate the exercises and do a final exam about the aspects included in the Programme.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Oral Exposition in class about some analytical reports about media content	20	0	0	3, 4, 7
Written Essays about different topics included in the Programme (about 500 words each)	35	0	0	1, 8, 3, 7
Written Reports about different topics included in the Programme (about 500 words each)	45	0	0	8, 4, 5, 6, 2

Bibliography

A) BIBLIOGRAFÍA BÁSICA

BERNAL-TRIVIÑO, Ana, *Hacia una comunicación feminista. Como informar e informarse sobre violencia machista*, Barcelona, UOC (2019)

BERNARDEZ, Asunción, *Mujeres en Medio(s). Propuesta para analizar la comunicación masiva con perspectiva de género*, Madrid, Fundamentos, (2015)

BYERLY, Carolyn, (ed.) *The International Handbook of Women and Journalism*, Palgrave-MacMillan, Washington, (USA) (2013)

CAC/ICD, *Gènere i mitjans de comunicació. Eines per visibilitzar les aportacions de les dones*, CAC, ICD, Col·legi de Periodistes de Catalunya, Barcelona (2011).

EUROPEAN COMMISSION, "Breaking gender stereotypes in the media" Advisory Committee on Equal Opportunities for Women and Men, (2010).

GALLEGO AYALA, Juana, "Retos académicos y profesionales para una comunicación con perspectiva de género", en *Comunicación y Género*, Madrid, Ameco (2018).

GALLEGO, Juana y LUENGO, María, *Periodismo social*. Madrid, Síntesis (2014)

GALLEGO, Juana, *De reinas a ciudadanas. Medios de comunicación, ¿motor o rémora para la igualdad?* Barcelona, Aresta (2013)

GALLEGO, Juana *Eva devuelve la costilla. El nuevo estado de conciencia de las mujeres*, Icaria, Barcelona (2010)

GALLEGO, Juana (directora): *La prensa por dentro. Producción informativa y transmisión de estereotipos de género*, Barcelona, Los Libros de la Frontera, 2002.

GALLEGO, Juana: *Mujeres de papel. De ¡Hola! A Vogue, la prensa femenina en la actualidad*. Icaria, Barcelona (1990)

GAMEZ, M. José y MASEDA, Rebeca, *Gender Violence in Spanish Culture. From Vulnerability to Accountability*, Peter Lang, New York. (2018)

IJF, *Getting the Balance. Gender Equality in Journalism*, International Journalists Federation, Brussels (2009)

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

ROSS, Karen, y PADOVANI, Claudia, *Gender Equality and the Media. A Challenge for Europe*, Routledge, New York, 2017

UNESCO, *Indicadores de género para medios de comunicación*, París, (2014)

WACC, *Who makes the News*, www.whomakesthenews.org 2005, 2010

BIBLIOGRAFÍA COMPLEMENTARIA:

BUTLER, Judit, *El género en disputa. El feminismo y la subversión de la identidad*. Barcelona, Paidós (2007).

GALLAGHER, Margaret et al.: *Screening Gender* (Guía de buenas prácticas sobre género en televisión), Bruselas, Comunidad Europea (2001).

GALLEGO, Juana: *Putas de película. Cien años de prostitución en el cine*, Barcelona, Luces de Gálbo (2012)

GALLEGO, Juana: "Cine y prostitución: Una lectura del sexo de pago en la ficción cinematográfica". *Quaderns del CAC*, número 35, diciembre, pp- 63-71, (2010) (versió en català i anglès)

<http://www.cac.cat/web/recerca/quaderns/hemeroteca/detall.jsp?NDg%3D&MQ%3D%3D&Jyc%3D&MzY%3D>

JORGE, Ana *Mujeres en los medios, mujeres de los medios*, Barcelona, icaria, 2004.

LLEDÒ, Eulàlia: *Como tratar bien los malos tratos en los medios de comunicación*, Sevilla, Instituto de la Mujer de Andalucía, 1999.

LLEDÓ, Eulàlia, *Cambio lingüístico y prensa*. Barcelona:Laertes, (2013).

GILL, Rosalind *Gender and the Media*, Polity Press, Cambridge (2007)

LOPEZ, Pilar (200) *Manual de información en género*, IORTV, Madrid.

MENÉNDEZ, Isabel. (2003) *El cuarto poder, ¿un poder de mujeres?* Oviedo, Milenta. (prólogo de Amelia Valcárcel).

UNIÓ DE PERIODISTES VALENCIANS, *Noticias con lazo blanco. Manual para periodistas sobre la violencia doméstica*, Generalitat Valenciana, Conselleria de Benestar Social, 2002.

VV.AA. (2003) *Arrinconando estereotipos en los medios de comunicación y publicidad*. Madrid, Comunidad de Madrid/Comisión Europea.

VV.AA. (2002) *Mujeres, hombres y medios de comunicación*, (4 Vols). Valladolid, Lex Nova. Junta de Castilla y León