

**Gender, Communication, and Social Change**

Code: 42444  
ECTS Credits: 6

Degree	Type	Year	Semester
4313227 Media, Communication and Culture	OT	0	2

## Contact

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## Use of Languages

Principal working language: spanish (spa)

## Other comments on languages

Catalan and Spanish use in the class indiscriminately

## Prerequisites

There are no special requests in this Course, yet students who choose this topic should be interested in gender inequality. This Course totally focuses in gender perspective.

## Objectives and Contextualisation

Main Goals:

The 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 processes, which can't be understood without its action.

Conventional Media (printed press, magazines, radio, television) as well as the new means of communication that have appeared with internet (from digital newspapers to Social Media or Youtube) are an strategic new forum where most of the public and private events are treated and depicted. This Course proposes a critical approach to the matter from a gender perspective. Mass media can be useful for the reproduction of conventional gender stereotypes, but also they it depict new models of identification and help to renovate the collective imaginery.

- a) To reflect and analyze mass media contents 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 social change, specially related to gender identities.

## Competences

- Analyse the impact of media groups' strategies of social communication with the aim of promoting new, participative forms of culture and communication.

- Analyse the new forms of social communication introduced by ICT (information and communication technologies) in order to innovate in media and cultural production and solve the problems posed in the new environments.
- Continue the learning process, to a large extent autonomously.
- Lead and work in interdisciplinary teams.
- Plan, direct and evaluate media communication strategies to construct complex informational topics.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

## Learning Outcomes

1. Apply critical discourse analysis to specific media products
2. Continue the learning process, to a large extent autonomously.
3. Develop communication campaigns to entities or agencies implement gender
4. Develop research on the different aspects of gender and communication
5. Identify the contents of sexist and / or discriminatory media products
6. Lead and work in interdisciplinary teams.
7. Produce written or audiovisual media content by applying a gender perspective
8. Recognize transmission mechanisms of gender stereotypes in the various media products and communication
9. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

## Content

This Course offers a wide introduction to massive communication with a gender perspective. The goal is to figure out how mass media influences strongly in the reproduction of gender identities, individual and collectively. The different aspects treated in this Course are:

Theme 1. Basic concept about gender. Sex/Gender System. Socialization and gender identity. Myths, archetypes and Stereotypes. The Gender Roles.

Theme 2. Mass Media as an strategic forum of power. The social conditions in the production of information. 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. 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. Invisibility of other gender identities.

Theme 5. Gender Perspective and Information. Recommendations to avoid gender stereotyping treatment in the Mass Media. Mass Media Representation of Gender Based Violence against Women.

Theme 6. Advertising as and Euphoric Discours. Consumer Society and Advertising. The impact of Advertising in the Society. Supreme values and Advertising discourse. The most Common Gender Stereotypes in the Adversiting Industry.

Theme 7. New communicative models: The impact of Social Media in Communication System. Other formats: music videos, Youtube, clips, web series, etc.,

Theme 8. 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 the prostitution 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 exercises that students will present in the next session
- 2) Next session students will orally present the exercises previously ordered by the professor.
- 3) Collective debate about the results of the exercises individually done by the students.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Debating and discussing specific topics about Mass Media content	0	0	1, 3, 8, 6
Theoretical Explanation of basic concepts of the Subject	0	0	1, 9, 8
Type: Autonomous			
Reading basic and complementary texts of the Bibliography	0	0	1, 9, 3, 2, 6
Searching and explaining specific media content in class	0	0	3, 8, 6

## Assessment

The subject consists of the following evaluation activities:

- A. Weekly Written Reports about different aspects treated in the theoretical sessions. About 8 to 10 assignments are expected to be handed in. (This Activity represents 45% of the final grade).
- B. Written Essay of about 1.000 words about an aspect included in de Programme, agreed in advance with the professor. (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 have done the 75% of the total proposed exercises)
- D. Attendance to classes and active participation is also considered in the final grade. (75% of classes attendance required).

Revaluation process:

In case the student has not achieved the minimum number of exercices required (75% of the total) or written the Final Essay, she/he will dispose of 2 weeks to elaborate the exercices and submit the Final Essay.

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

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Oral exposition in the class of the practical exercises done in the course	20%	30	1.2	9, 4, 7, 2
Written Essay of 1000 words about any point included in the Programme	35%	70	2.8	1, 9, 3, 6
Written Essay about different topics included in the Programme	45%	50	2	1, 5, 7, 8

## Bibliography

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