

Gender and the Media

Code: 105797
ECTS Credits: 6

Degree	Type	Year	Semester
2503878 Sociocultural Gender Studies	OB	2	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Other comments on languages

Catalan and Spanish use in the class indiscriminately

Prerequisites

There are no special requirements in this course

Objectives and Contextualisation

The media is a key tool in transforming imaginaries and creating new social consciousness, but they are also a key tool in perpetuating sexist and discriminatory discourses. In order for the media to contribute to transforming society into a world that respects equality, diversity and non-discrimination, it is necessary to deconstruct current discourses and create new ones from feminisms.

Learning to decipher the implicit and explicit messages transmitted by the media, both traditional and through networks, is essential to be able to build new non-sexist or discriminatory imaginaries with a large part of the population.

It is necessary to recognize the absences and presences in the diversity of social reality to contribute to transforming sexist beliefs that we consider legitimate and that do nothing but perpetuate the roles of heteropatriarchal power and keep in otherness all those people who do not define themselves from the male subject located at the center of the discourses.

We want to promote a feminist critical look that allows us to decipher the messages that reproduce sexist stereotypes and roles and build new informative models that value social diversity.

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject.

Competences

- Analyse the main discursive phenomena related to the construction and expression of gender identities, taking into account the linguistic, social and pragmatic variation.
- Express correctly and in a non-sexist or homophobic manner both orally and in writing.
- Formulate, argue and discuss your own and others' ideas in a respectful, critical and reasoned way.
- Propose integrative speeches and communicative practices from the standpoint of gender equity in audiovisual media and in educational environments.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

Learning Outcomes

1. Analyze oral interactions and written discourse with a gender perspective.
2. Detect discriminatory stereotypes based on gender or sexual orientation in all types of communication products.
3. Prepare an organized and correct speech, orally and in writing, in the corresponding language.
4. Propose mechanisms to promote non-sexist uses of language.
5. Question gender roles based on linguistic uses.
6. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
7. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
8. Use non-sexist resources and alternatives in work spaces, education and coexistence.
9. Use the specific technical vocabulary and own interpretation of the required disciplines.

Content

1. General introduction to communication, journalistic genres
2. Women in the media: attendances and absences (number of students, positions ...)
3. What do we mean by feminist journalism?
4. Symbolic violence in the media
5. Where are the gender diversities in the media?
8. Non-sexist and inclusive language
9. The sexist representation of sexual violence: from victim to survivor
10. ¿Sex work or prostitution? How do we call myself and how do we talk about it?
11. The psychopathology of LGTBI + women and people in the media
12. Romantic love and its representation in the media
13. Femicide: State crime
14. Femicides in media discourses. A hidden reality.
15. Audiovisual representation: marking stereotypes
16. Cyberfeminism and activism in networks
17. Comic and feminist illustration: from paper to networks

18. Legal framework for reporting from a gender perspective

19. Recommendations for non-sexist information

Methodology

The methodology of the subject is as follows:

- 1) Theoretical explanation of the basic and fundamental concepts of the subject.
- 2) They will be in charge of practical exercises, in group and individual, that will have to defend and argue in the classroom
- 3) They will be in charge of analysis and reflection on different topics worked on in the classroom
- 4) In different sessions, debates will be opened on the exercises carried out and it will be necessary to demonstrate the oral argumentative capacity of the topic.

In order to be able to carry out the exercises and debates in the classroom, it will be necessary to have read the recommended bibliography and to demonstrate the critical and analytical capacity made from the previous readings.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical concepts explanations	45	1.8	2, 5
Type: Supervised			
Oral exposition in class (individual or in groups) of the exercises exposed in theoretical sessions	30	1.2	1, 3, 7, 8
Type: Autonomous			
Reading and researching information about the subjects of the programme	75	3	2, 4, 7, 6, 9

Assessment

The subject consists of the following evaluation activities:

A. Weekly Written Reports about different aspects treated in the theoretical sessions. (To be able to pass the subject is necessary to have done the 80% of the total proposed exercises). The total number of written reports will depend on the official calendar and the events that occurs during de term. 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. The student has to submit this Activity on 15th of May. This Activity represents 30% of the final grade.

C. Oral Exposition of some of the exercises done Weekly. This Activity represents 25% of the final grade.

Revaluation process:

In the case that the student has not handed in the minimum number of exercises required (80% of the total) or written the Final Essay, she/he will dispose of 2 weeks to elaborate the exercises and submit the Final Essay.

In the event that the recovery is suspended, a final exam must be taken on the subjects established in the program.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Different analytical written reports about media content	45	0	0	2, 3, 4, 5, 9
Oral exposition in class about some analytical reports about media content	25	0	0	1, 2, 3, 4, 7
Written Essay about any aspect of the program (about 1000 words)	30	0	0	1, 3, 4, 6, 5, 9, 8

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