

**Communication and Genre Studies**

Code: 103101  
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	3	1
2501933 Journalism	OT	3	2
2501933 Journalism	OT	4	0

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**

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 sex /gender inequalities and social change.

This Subject has a materialistic , feminist theoretical approach and gender studies, understanding gender as a social construction.

**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 society. 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 they were born, but nowadays are 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 imaginery.

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) are an strategic new forum where most of the public and private events are treated and depicted. This Subject proposes a critical materialistic and feminist approach to gender, understanding that "gender" is a social construction.

To summarize, 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 as a social construction.

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 from a materialistic and feminist theoretical approach.

## Competences

### Journalism

- 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 acquisition of 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 gender/sex roles 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 Dimorphisms: 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. Changes occurred in the last years.

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. Consumer 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. Femvertising.

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. (2 hours). 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 assigned 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.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## **Activities**

Title	Hours	ECTS	Outcomes
Type: Directed			
Follow and oral exposition in the class of the practical exercises assigned in the Course	30	1.2	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	70	2.8	8, 4, 5

## Assessment

1. The subject includes the following envisaged activities: (Continuous Assessment could be modified according to the instructions of academic authorities)

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 35% of the final grade).

b) Written Essay about some aspect included in the 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 30% 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 or 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 re-elaborate 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	30	0	0	3, 4, 7
Written Essays about different topics included in the Programme (about 600 words each)	35	0	0	1, 8, 3, 7
Written Reports about different topics included in the Programme (about 600 words each)	35	0	0	8, 4, 5, 6, 2

## Bibliography

### A) BIBLIOGRAFÍA BÁSICA

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## Software

No extra applications are needed in this Subject. Students can use word, Powerpoint, and other similar and usual programs.

In class will be use ordinary programs: Microsoft Office, and other of similar format.