

Gender, Communication, and Social Change

Code: 42444
ECTS Credits: 6

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

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.

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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, considering gender as a social construction.

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 they were born, but nowadays are a fundamental actor of the social process, which can't be understood without its action.

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 Course proposes a critical approach to the matter from a gender perspective, understanding gender as a social construction. Mass media can be useful for the reproduction of conventional gender stereotypes, but also they 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 roles and stereotypes.

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

Content of these Course

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. The impact of the Social Media.

Theme 3. The Public and the Private Sphere. :Different discourses for different spaces. The evolution and interconnection of both Spheres.

Theme 4. 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 5. Gender Asymmetry Representation in the Mass Media. Gender Dimorphins. The most common gender stereotypes in the Mass media. Different journalistic fields: politics, society, culture, sport, etc. Invisibility of other gender identities.

Theme 6. Gender Perspective and Information. Recommendations to avoid gender stereotyping treatment in the Mass Media. Mass Media Representation of Gender Based Violence against Women.

Theme 7. 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. New masculins and femenins models in advertising. Femvertising.

Theme 8. Entertainment and fiction. Gender Stereotypes in the new Television Series. New femenins and masculins roles in the audiovisual narrative.

Theme 9. New communicative models: The impact of Social Media in Communication System. Other formats: music videos, Youtube, clips, webseries, etc.

Theme 10. The cinema. Fiction as constructor of the Social Imaginary. Most common gender roles in fictional narrative. Cinema and series after the #MeToo Movement.

Theme 11. Social Responsibility of Mass Media. Creative use and social response to overcome sexism and gender stereotypes in the Media. 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 assigns some practical exercises that students will present in the next session
- 2) Next session students will orally present the exercises previously assigned by the professor.
- 3) Some basics readings must be done to understand the Subhect Content and Debate during the sessions.

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	Learning Outcomes
Type: Directed			
Debating and discussing int he class specific topics about Mass Media content	20	0.8	1, 3, 8, 6
Theoretical Explanation of basic concepts of the Subject	30	1.2	1, 9, 8
Type: Supervised			
Written Essays about different aspects included in the Program	50	2	1, 3, 7, 2
Type: Autonomous			
Reading basic and complementary texts of the Bibliography	30	1.2	1, 9, 3, 2, 6
Searching and explaining specific media content in class	20	0.8	3, 8, 6

Assessment

The subject consists of the following evaluation activities:

- A. Written Reports about different aspects treated in the theoretical sessions. About 4 to 6 assignments are expected to be handed in. (This Activity represents 40% of the final grade).
- B. Written Essays about an aspect included in de Program. About 2 to 4 assignments are expected to handed in. (This Activity represents 40% 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 exercises required (75% of the total), she/he will dispose of 2 weeks to elaborate the exercises.

If the student has obtained less than 3 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 the class of the practical exercises included in the Program	20	0	0	9, 4, 7, 2
Written Essay about different topics included in the Program	40	0	0	1, 5, 7, 8
Written Reports about any point included in the Program	40	0	0	1, 9, 3, 6

Bibliography

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Software

In this Subject no special applications are needed, except Microsoft Offices and othera similars: Power Point, Word, Videos Mp4, etc. Virtual Campus and Teams will be used frequently.