Communication and Gender Studies

2022/2023

Code: 103101
ECTS Credits: 6

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

Contact

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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 and gender studies theoretical aproach, understanding gender as a social construction. Theory Queer is not adopted in this Subject.

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 stretegic 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 constrution.

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 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
- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Demonstrate a critical and self-critical capacity.
- Differentiate the discipline's 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 media's structure.
- Disseminate the area's knowledge and innovations.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Properly apply the scientific method, raising hypotheses regarding journalistic communication, validating and verifying ideas and concepts, and properly citing sources.
- 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 collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Value diversity and multiculturalism as a foundation for teamwork.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
3. Apply scientific methods in a cross-cutting manner in the analysis of the relations between technological change and media access.
4. Appraise the social impacts of technological mediation in modern communication.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Demonstrate a critical and self-critical capacity.
7. Disseminate the area's knowledge and innovations.
8. Explain the explicit or implicit code of practice of one's own area of knowledge.
9. Identify situations in which a change or improvement is needed.
10. Identify the fundamentals of theories and the history of communication.

11. Identify the principal forms of sex- or gender-based inequality and discrimination present in society.
12. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
13. Identify the theoretical principles of audiovisual production and consumption.
14. Propose new methods or well-founded alternative solutions.
15. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
16. Propose projects and actions that incorporate the gender perspective.
17. 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.
18. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
19. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
20. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
21. Value diversity and multiculturalism as a foundation for teamwork.
22. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

PROGRAM CONTENT

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject.

THEMES:

Theme 1. Basic concept about gender. Sex/Gender System. Socialization and acquisition of gender identity: school, family, social, político 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 Dimorphim. 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 impactof Advertising in theSociety. Supreme values and Advertising discours. The most Common Gender Stereotypes in the Adversiting Industry. The body iin advertisement and in the Art. The Advertising Law. Femvertising and the new masculins models in advertisement.

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 Violencie against women in the cinema.

Theme 10. Social Responsability 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) 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 cour

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

The professor could propose other types of excercises, individual or collectivelly, 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	Learning Outcomes
Type: Directed			
Follow and oral exposition in the class of the practical exercises assigned in the Course	30	1.2	5, 2, 1, 8, 12, 11, 22
Type: Supervised			
Written Essays about different topics included in the Programme	50	2	2, 1, 6, 8, 11, 9, 22, 14, 16, 21
Type: Autonomous			
Written Reports about different topics included in the Programme	70	2.8	2, 7, 10, 13, 11, 16, 19, 17, 18

Assessment

1, EVALUATION PROCESS

The subject includes the following envisaged activitites: (Continous Assestment 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 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 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).

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.

It is necessary to obtain a minimun grade of 5 in activities a, b, c. to pass de subject.

2. REVALUATION PROCESS

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

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.

3. SECOND ENROLMENT:

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of A writen exam about the topics included in the program, and an anlysis of a case for pràctical aspect of the subject.

The grading of the subject will correspond to the grade of the synthesis exam/assignment.

4. PLAGIARISM

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Oral Exposition in class about some analytical reports about media content	30	0	0	1, 9, 14, 15, 20, 19, 17
Written Essays about different topics included in the Program	35	0	0	5, 2, 3, 8, 12, 11, 9, 22, 16, 21
Written Reports (individual or in group) about different topics included in the Program	35	0	0	6, 7, 10, 13, 16, 19, 18, 4

Bibliography

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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: Microssoft Office, and other of similar format.