



Universitat Autònoma
de Barcelona

2023/2024

Name of the subject / module

Gender, Communication and Social Change

Code: 42444

ECTS Credits: 6

Degree Official Master's Degree in the Department of Media, Communication and Culture

Type OT **Year** 1 **Semester** 2

Contact

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Teachers

Isabel Muntané

Teaching groups languages

Spanish

Prerequisites

There are no specific requirements. The subject approaches communication from the perspective of feminism and diversity and advocates a feminist and intersectional communication that offers a critical look at reality.

Objectives and Contextualisation

The media are a fundamental tool when it comes to transforming imaginaries and creating a new one social conscience, but they are also when it comes to perpetuating sexist and discriminatory discourses for reasons of gender, sex, ethnicity or class, among others.

To ensure that the media contribute to transformation society into a world that respects equality, the diversity and non-discrimination, it is necessary to deconstruct current discourses and create new ones from feminism. Learn to decipher the implicit and explicit messages transmitted by the media, both the traditional as through the social networks, it's essential to be able to build new non-sexist imaginaries discriminatory with no expression of society's diversity. It is necessary to dismantle symbolic violence in order to build new discourses in accordance with social, political, cultural and economic plurality. It is necessary to recognize the absences and presences of women and the different expressions of gender, ethnicity, religion and age, among other diversities of social reality, to contribute to transforming the sexist view that does nothing but perpetuate the roles of heteropatriarchal and classist power.

We want to promote a critical feminist look that allows us to decipher the messages reproduced by the stereotypes and sexist roles and build new informational models that value the richness of social diversity and that do not condemn to otherness all those people who do not define themselves from the male subject located in its center of the discourses.

Learning Outcomes

- Identify the main inequalities and discrimination based on sex, gender, origin, religion, and age, among others, that are present in society and perpetuated by communication.
- Be able to change from an intersectional feminism the discourses that discriminate against people because of gender, sexual choice, origin, religion, age or any other diversity that sexist communication places in the alterity.
- Analyse information critically and analytically we receive through any means of communication and be able to construct new discourses respecting the ethical code of the profession and valuing the diversity of society as a tool of communicative richness.
- Identify the social, economic, and cultural implications that sexist communication imposes as logic and be able to change them positively to create new discourses that contribute to improving society on its way to non-discrimination.
- Acquire the necessary tools so that students can transmit information, ideas, problems, and non-sexist and inclusive communication solutions to both specialized and non-specialized audiences.
- Propose projects and actions that incorporate the intersectional feminist perspective in whatever field of knowledge and profession the students end up working in.
- Knowing how to use and apply inclusive and non-sexist language.
- Apply the knowledge acquired from intersectional feminist theory to professional practice, being able to structure discourses that provide solid and well-founded arguments to move towards the resolution of current conflicts, whether caused by the economy, cultural differences or religious or the intransigence of sectors that see their privileges threatened.
- Develop a critical and self-critical spirit and value diversity and interculturality as one of the central axes of his professional work.
- Be able to establish personal and professional relationships based on empathy and sisterhood and always based on respect for diversity.

Content

1. What do we mean by feminist communication?
2. Symbolic violence in the media
3. Where are the diversity of genres in the media?
4. Non-sexist and inclusive language
5. The sexist representation of sexual violence: from victim to survivor
6. Romantic love and its representation in the media
7. Feminicides in media discourses. State crimes
8. Gender violence in the media. Revictimization, vicarious violence, gaslighting and learned helplessness
9. Intersectionality, diversity and class in the media
10. Recommendations and legal framework for non-sexist information

Methodology

The subject's methodology combines theory and practice:

- 1) Theoretical explanation of the basic and fundamental concepts of the subject.
- 2) Practical exercises will be assigned, in groups and individually, which will have to be defended and argued in the classroom.
- 3) Analysis and reflection work will be assigned on different topics worked on in the classroom.
- 4) Debates will be opened on the exercises carried out and it will be necessary to demonstrate the oral argumentative ability of the topic discussed.

In order to be able to carry out the exercises and debates in the classroom, you must have read the recommended bibliography and demonstrate the critical and analytical capacity based on the previous readings.

Students will have to demonstrate the assimilation of knowledge and the capacity for critical and argumentative analysis with the texts, reflection exercises and interventions in the classroom.

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			
Explanation of theoretical concepts of the subject	15	3	2, 10, 16
Type: Supervised			
Presentation to the class (individual or group) of the work assigned in the theoretical sessions	8	1,5	2, 3, 7, 10, 12, 13, 14, 16
Type: Autonomous			
Readings and information research on the aspects covered in the syllabus and analysis and reflection work on different topics covered	7	1,5	2, 3, 7, 10, 12, 13, 14, 16

Assessment

The evaluation system is as follows:

- A) Writing texts analyzing the media treatment of three journalistic pieces. It will be necessary to take into account the different aspects presented in the theoretical sessions and the bibliography. 2,000 characters each text. It accounts for 30% of the final grade.
- B) Writing an argumentative text, on a point included in the program, of 4,000 characters. It accounts for 45% of the final mark.
- C) Presentation and defense in class (individual or group) of some of the assigned exercises contributing to improvements in communication and participation in debates. It accounts for 25% of the final grade.

Assessment activities

Title	Weighting	Hours	ECTS	Learning outcomes
Writing an argumentative text (4,000 characters). It accounts for 45% of the final mark.	45			2, 3, 5, 6, 7, 8, 9
Writing texts analyzing the media treatment of three journalistic pieces (2,000 characters each text.) It accounts for 30% of the final grade.	30			1, 2, 3, 5, 6, 7, 8, 9
Oral presentation and defense in class (individual and in group) of some of the assigned exercises providing proposals for improving communication and participation in class, and participation in debates. It accounts for 25% of the final grade.	25			2, 3, 4, 5, 6, 7, 8, 9

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Software

No specific software required