UAB
Universitat Autònoma de Barcelona

	2023/2024
Communication and Gender	
Code: 104795	
ECTS Credits: 6	

Degree	Type	Year	Semester
2503868 Communication in Organisations	OT	4	2

Contact

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Teaching groups languages

You can check it through this link. To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Prerequisites

This course has no specific requirements.

Objectives and Contextualisation

Incorporating the gender perspective in the communication of organizations is essential if we want to influence society and contribute to its transformation through gender justice. This communication must make it possible to break through walls and provide elements for reflection and change; to transform imaginaries and create new social consciences. The influence that the communication of organizations and institutions can have on the final information, which is also transmitted by the media, is essential to help transform society into a world that respects equality, diversity and non-discrimination. It is necessary to deconstruct the current discourses and create new ones from feminisms that promote the diversity of society in a positive way. A diversity by reason of gender, sexual orientation, religion, abilities and ethnicity, among others.

We want to promote a feminist critical view that allows us to decipher the messages that reproduce stereotypes and sexist roles and build new information models that value the social diversity that organizations and institutions can transmit.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Apply specific research methodologies to formulate hypotheses, validate and verify ideas and concepts and interpret data on communication in organisations.

- Differentiate the principal theories on communication in organisations, which underpin knowledge of the discipline and its different branches.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
2. Apply research methods appropriate to the field of communication when doing coursework.
3. Assess how stereotypes and gender roles impact professional practice.
4. Communicate using language that is not sexist or discriminatory.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Establish relationships between knowledge of communication and the social sciences in the process of implementing communication strategies.
7. Explain the explicit or implicit code of practice of one's own area of knowledge.
8. Identify situations in which a change or improvement is needed.
9. Identify the issues of treatment and image facing social groups that are disadvantaged for reasons of religion, gender, etc., within the communication system in Spain and worldwide.
10. Identify the main inequalities and discriminations in terms of sex/gender present in society.
11. Interpret and discuss documents on the main scientific theories within the subject.
12. Present a summary of the studies made, orally and in writing.
13. Present the objectives of the course to all kinds of audiences.
14. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
15. Propose projects and actions that incorporate the gender perspective.
16. Respect different religions, ethnic groups, cultures, sexual identities etc. when preparing an organisation's communication products.
17. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.

Content

• Communication with a gender perspective

• Introduction to feminisms and diversity
• The symbolic violence of communication
• Feminist communication in organizations and institutions
• Campaigns and events: tools for transformation

• Attacks on social networks: tools to combat
• Inclusive and non-sexist language
• Legal framework and recommendations for reporting from a gender perspective

Methodology

The methodology of the subject combines the theoretical part and the practice. Students will have to show that they have assimilated the basic concepts of the subject both in the interventions in the classroom and in the individual and group exercises.

They will be given practical exercises, in groups and individually, which will have to be defended and argued in the classroom. In different sessions, debates will be opened on the exercises carried out and the oral argumentative capacity of the topic will have to be demonstrated.

Students will also have to demonstrate the assimilation of the knowledge and the capacity of critical and argumentative analysis with the texts and the exercises of reflection that will have to realize on the different subjects worked in the classroom.

The detailed calendar with the content of the different sessions will be presented on the day of presentation of the subject. It will also be posted on the Virtual Campus where students will be able to find a detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper follow-up of the subject. In case of change of teaching modality for health reasons, the teachers will inform of the changes that will take place in the programming of the subject and in the teaching methodologies.

Note: 15 minutes of a class will be reserved, within the calendar established by the center / degree, for students to complete the surveys for evaluating the performance of teachers and evaluating the subject / module.

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			
Practices	40	1.6	1, 4, 12, 10, 11, 14, 15, 3
Theoretical sessions	17	0.68	1, 10, 3
Type: Supervised			
Tutorials	5	0.2	8
Type: Autonomous			
Readings, preparation of practices, preparation of tests, etc.	67	2.68	

Assessment

The continuous assessment system is made up of three different parts, each of which must be passed, with a minimum of 5 points, to pass the course. It will be necessary to have done and passed 80% of the practices to take advantage of the system of continuous evaluation.
The weight of these parts is as follows:
a) Written and oral defense on some of the topics presented in the theoretical sessions. It represents 30% of

the final grade.
b) Writing an analysis and reflection text on one of the program's topics. It represents 20% of the final grade.
c) Presentation and defense in class of the individual and / or group exercises. It represents 50% of the final grade.

UNIQUE ASSESSMENT

The subject's unique assessment system is based on the following percentages:

A) 50% Theory test which will be a mandatory face-to-face exam on the taught subject and must be passed (5 or more) to pass the subject. On the same date, the other activities detailed below must be delivered.

B) 20% Delivery of two analysis texts and reflections on two of the theoretical topics worked on in class.

C) 30% Elaboration of a communication campaign proposal on a topic that will be proposed by the teacher.

RECOVERY ACTIVITIES
The re-evaluation activities will be carried out during the week (s) set in the academic calendar. Students who have not passed each of the three types of assessment exercises detailed above must be presented at these activities.
SECOND REGISTRATION
In the case of a second registration, students will be able to take a single synthesis test that will consist of a theoretical-practical exercise. The qualification of the subject will correspond to the qualification of the synthesis test.
PLAGI. VERY IMPORTANT
In the event that the student commits anyirregularity that may lead to a significant variation in the grade of an assessment act, this assessment act will be graded with 0, regardless of thedisciplinary process that may be instructed. In the event of several irregularities 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
Presentation and defense in class of individual and / or group exercises	50	10	0.4	1, 4, 6, 12, 9, 10, 14, 16, 17
Writing an analysis and reflection text on one of the program's topics	20	5	0.2	4, 13, 7, 12, 2, 8, 11, 15
Written and oral defense on some of the topics presented in the theoretical sessions	30	6	0.24	5, 4, 7, 2, 10, 11, 15, 16, 3

Bibliography

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Software

No specific software is required.