

**Gender and the Media**

Code: 105797  
ECTS Credits: 6

Degree	Type	Year	Semester
2500000 Sociocultural Gender Studies	OB	2	1

## 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

There are no special requirements in this course

## Objectives and Contextualisation

The media is a key tool in transforming imaginaries and creating new social consciousness, but they are also a key tool in perpetuating sexist and discriminatory discourses. In order for the media to contribute to transforming society into a world that respects equality, diversity and non-discrimination, it is necessary to deconstruct current discourses and create new ones from feminisms. New stories that are inclusive and work on diversity in a positive way.

Learning to decipher the implicit and explicit messages transmitted by the media, both traditional and through networks, is essential to be able to build new non-sexist or discriminatory imaginaries with a large part of the population.

It is necessary to recognize the absences and presences in the diversity of social reality to contribute to transforming sexist beliefs that we consider legitimate and that do nothing but perpetuate the roles of heteropatriarchal power and keep in otherness all those people who do not define themselves from the male subject located at the center of the discourses.

We want to promote a feminist critical look that allows us to decipher the messages that reproduce sexist stereotypes and roles and build new informative models that value social diversity.

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject.

## Competences

- Analyse the main discursive phenomena related to the construction and expression of gender identities, taking into account the linguistic, social and pragmatic variation.
- Express correctly and in a non-sexist or homophobic manner both orally and in writing.
- Formulate, argue and discuss your own and others' ideas in a respectful, critical and reasoned way.
- Propose integrative speeches and communicative practices from the standpoint of gender equity in audiovisual media and in educational environments.
- 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 communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

## Learning Outcomes

1. Analyze oral interactions and written discourse with a gender perspective.
2. Detect discriminatory stereotypes based on gender or sexual orientation in all types of communication products.
3. Prepare an organized and correct speech, orally and in writing, in the corresponding language.
4. Propose mechanisms to promote non-sexist uses of language.
5. Question gender roles based on linguistic uses.
6. 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.
7. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
8. Use non-sexist resources and alternatives in work spaces, education and coexistence.
9. Use the specific technical vocabulary and own interpretation of the required disciplines.

## Content

1. General introduction to communication, journalistic genres
2. Women in the media: attendances and absences (number of students, positions ...)
3. What do we mean by feminist journalism?
4. Symbolic violence in the media
5. Where are the gender diversities in the media?
6. Non-sexist and inclusive language
7. The sexist representation of sexual violence: from victim to survivor
8. Romantic love and its representation in the media
9. Femicide: State crime
10. Femicides in media discourses. Revictimation, Victimian violence, gas light and learned defense
11. Inter-sectionality, diversity and class in mass media
12. Recommendations and legal framework for non-sexist information

## Methodology

The methodology of the subject is as follows:

- 1) Theoretical explanation of the basic and fundamental concepts of the subject.
- 2) They will be in charge of practical exercises, in group and individual, that will have to defend and argue in the classroom
- 3) They will be in charge of analysis and reflection on different topics worked on in the classroom
- 4) In different sessions, debates will be opened on the exercises carried out and it will be necessary to demonstrate the oral argumentative capacity of the topic.

In order to be able to carry out the exercises and debates in the classroom, it will be necessary to have read the recommended bibliography and to demonstrate the critical and analytical capacity made from the previous readings.

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			
Theoretical concepts explanations	45	1.8	
Type: Supervised			
Oral exposition in class (individual or in groups) of the exercises exposed in theoretical sessions	30	1.2	
Type: Autonomous			
Reading and researching information about the subjects of the programme	75	3	

## 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 grade.
- 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.

In the event of a second registration, the student will be able to take a single summary test which will consist of an exam. The grade of the subject will correspond to the grade of the summary test.

#### Recovery activities

In the event that some of the practices have not been completed or have been suspended, the subject will be suspended.

The reassessment activities will be carried out during the week(s) set in the academic calendar.

The make-up will consist of a theoretical exam that will be held in person in the classroom and on the same day the practical exercises determined by the teacher must be delivered.

#### 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.

#### PLAGIARISM VERY IMPORTANT

In the event that the student commits any irregularity that could lead to a significant variation in the grade of an assessment act, he will be graded with 0 in this assessment act, regardless of the disciplinary process that may be instituted. 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 presentation and defense in class (individual and in group) of some of the assigned exercises providing proposals for improving communication and participation in class	25	0	0	2, 3, 4, 7, 6, 5, 9, 8
Writes an argumentative text (4,000 characters). It accounts for 45% of the final mark.	45	0	0	2, 3, 7, 6, 5, 9, 8
Writing of texts analyzing the media treatment of three journalism pieces. (2.000 characters each text). It accounts for 30% of the final mark.	30	0	0	1, 2, 3, 7, 6, 5, 9, 8

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## Software

Isn't need a specific software.