UAB
Universitat Autònoma de Barcelona

Communication and Genre Studies

Code: 103101
ECTS Credits: 6

2025/2026

Degree	Type	Year
Journalism	OT	3
Journalism	OT	4

Contact

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Teaching groups languages

You can view this information at the end of this document.

Prerequisites

There are no specific requirements, but it is assumed that students have an interest in practicing feminist communication. The subject approaches communication from the perspective of feminism and diversity.

Objectives and Contextualisation

The media are a fundamental tool when it comes to transforming imaginaries and creating new social consciousnesses, but they are also a fundamental tool when it comes to perpetuating sexist and discriminatory discourses. To get the media to contribute to transforming society into a world that respects equality, the diversity and non-discrimination, it is necessary to deconstruct current discourses and create new ones from feminisms.

Learning to decipher the implicit and explicit messages transmitted by the media, both traditional and through the networks, is fundamental to being able to build new imaginaries that are not sexist or discriminatory with any expression of society's diversity.

It is necessary to recognize the absences and presences of women and the different expressions of gender in the diversity of social reality in order to contribute to transforming the sexist view, still deeply rooted, which does nothing but perpetuate heteropatriarchal power roles.

We want to promote a critical feminist perspective that allows us to decipher the messages that reproduce stereotypes and sexist roles and build new informative models that value social diversity and that do not condemn to otherness all those people who do not define themselves from the subject man located at the center of the speeches.

The detailed schedule of the specific content of the different sessions will be specified on the day of the presentation of the subject.

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

1. What do we mean by feminist communication?
2. Symbolic violence in the media
3. Where is 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. Sex work or prostitution? How is the media talking about it?
7. Romantic love and its representation in the media
8. Feminicides in media discourses. State crimes
9. Gender violence in the media. Revictimization, vicarious violence, gaslighting and learned helplessness
10. Intersectionality, diversity and class in the media
11. Recommendations and legal framework for non-sexist information.

Activities and Methodology

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

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 the debates in the classroom, it will be necessary to have read the recommended bibliography and to demonstrate the critical and analytical capacity based on the previous readings.

The 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.

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Presentation and oral defense (individual or group) of different practices that analyze media discourses and propose substantial improvements to change them	30	0	0	1, 9, 14, 15, 20, 19, 17
Elaboration (individual or group) of argumentative texts on the various aspects worked in the program	35	0	0	6, 7, 10, 13, 16, 19, 18, 4
Individual preparation of an analytical text on one of the topics addressed in the program and which provides proposals for improvement applicable to the media report	35	0	0	5, 2, 3, 8, 12, 11, 9, 22, 16, 21

1. EVALUATION

The evaluation will be continuous and will consist of the following types of activities:

a) Individual preparation of an analytical text on one of the topics addressed in the program and which provides proposals for improvement applicable to the media report (35% of the final mark).

b) Elaboration (individual or group) of argumentative texts on the various aspects worked in the program (35% of the final mark). It is estimated that 2 to 4 argumentative texts can be written during the semester.

c) Presentation and oral defense (individual or group) of different practices that analyze media discourses and propose substantial improvements to change them (30% of the final grade). At least 50% of the practices carried out must have been presented orally.

Attendance and participation in class will also be considered in the final evaluation (You must attend at least 75% of the sessions).

Calendar of assessment activities:

The practices must be delivered and must be exhibited during the following two consecutive weeks of having been assigned. They cannot be handed in outside the established deadline and the practice will be recorded as suspended.

In order to pass the subject, a minimum of 5 must be obtained in activities a, b and c.

2. RECOVERY PROCESS:

The student will have the right to a make-up exam for the subject if he/she has been evaluated for the set of activities whose weight is equivalent to a minimum of 2/3 parts of the total qualification of the subject.

If you have obtained less than 3.5 points and have not been able to follow the continuous assessment, you will have to take a final exam on the syllabus established in the program and you will have to present the practices that have not been done and that are determined by the teacher.

The delivery deadline for these practices will be set by the teacher with sufficient time to complete them.

3. 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.

4. SECOND REGISTRATION:

In the case of a second registration, the student will be able to take a single synthesis test which will consist of a written exam on the points contained in the program plus an analysis of a text for the practical part.

In order to pass the subject, you must have passed the exam and the practical. If you fail one of the two tests, the subject will be suspended.

5. PLAGIARISM

In the event that the student commits any irregularity that could lead to a significant variation in the grade of an assessment act, this assessment act will be graded with 0, 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.

6. USE OF ARTIFICIAL INTELLIGENCE

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for documentary support tasks, such as bibliographic or general information searches. Students must clearly identify the parts generated using this technology, specify the tools used, and include a critical reflection on how these tools have influenced the process and the final outcome of the activity. Failure to be transparent about the use of AI in this graded activity will be considered a breach of academic integrity and may result in a partial or total penalty on thegrade, or more severe sanctions in serious cases.

Bibliography

Basic bibliography

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BRAH, Avtar i Phoenix, Ann (2004) *¿No soy una mujer? Revisando la interseccionalidad* publicat a Journal of International Women Studies

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https://www.cac.cat/acords-recerca/recomanacions-als-mitjans

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VASALLO, Brigitte (2021) *Lenguaje inclusivoy exclusión de clase*. Editorial Larousse. Barcelona

OBSERVATORI PER A LA IGUALTAT DE GÈNERE DE LA UAB (2011). Guia per a l'ús no sexista del llenguatge a la Universitat Autònoma de Barcelona

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Supplementary bibliography

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EUROPEAN COMISSION, "Breaking gender stereotypes in the media" Advisory Committee on *Equal Opportunities for Women and Men*, (2010).

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GALLEGO, Juana (directora): *La prensa por dentro. Producción informativa y transmisión de estereotipos de género*, Barcelona, Los Libros de la Frontera (2002)

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LAGARDE Y DE LOS RÍOS, Marcela (1996) 'La perspectiva de género', en *Género y feminismo. Desarrollo humano y democracia*, Ed. horas y HORAS

LLEDÓ CUNILL, Eulàlia (2005). *L'espai de dones als diccionaris: silencis i presències*. Eumo editorial

REQUENA, Ana (2020)*Feminismo vibrante.* Roca Editorial

VVAA (2014) *Indicadores de Género para Medios de Comunicación. Marco de indicadores para evaluar la sensibilidad en materia de género en las operaciones ycontenidos mediáticos*. UNESCO

Software

No extra applications are needed in this Subject.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(SEM) Seminars	11	Catalan	second semester	morning-mixed
(SEM) Seminars	12	Catalan	second semester	morning-mixed
(TE) Theory	1	Catalan	second semester	morning-mixed
(TE) Theory	90	Catalan	second semester	morning-mixed