

Degree	Type	Year
Media, Communication and Culture	OT	0

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

There is no specific requirement, but the students must show an interest in knowing and applying the basic tools of a feminist communication that contributes to social change.

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 social consciousness, but they are also a fundamental tool when it comes to perpetuating sexist and discriminatory discourses for reasons of gender, sex, ethnicity or class , among others.

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 based on feminism.

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 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 heteropatriarchal and classist 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 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 at the center of the discourses. We want to work from a feminist communication that contributes to social change.

Competences

- Analyse the impact of media groups' strategies of social communication with the aim of promoting new, participative forms of culture and communication.
- Analyse the new forms of social communication introduced by ICT (information and communication technologies) in order to innovate in media and cultural production and solve the problems posed in the new environments.
- Continue the learning process, to a large extent autonomously.
- Lead and work in interdisciplinary teams.
- Plan, direct and evaluate media communication strategies to construct complex informational topics.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Apply critical discourse analysis to specific media products
2. Continue the learning process, to a large extent autonomously.
3. Develop communication campaigns to entities or agencies implement gender
4. Develop research on the different aspects of gender and communication
5. Identify the contents of sexist and / or discriminatory media products
6. Lead and work in interdisciplinary teams.
7. Produce written or audiovisual media content by applying a gender perspective
8. Recognize transmission mechanisms of gender stereotypes in the various media products and communication
9. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

Content of these Course

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

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Debating and discussing in the class specific topics about Mass Media content	20	0.8	1, 3, 8, 6
Theoretical Explanation of basic concepts of the Subject	30	1.2	1, 9, 8
Type: Supervised			
Written Essays about different aspects included in the Program	50	2	1, 3, 7, 2
Type: Autonomous			

Reading basic and complementary texts of the Bibliography	30	1.2	1, 9, 3, 2, 6
Searching and explaining specific media content in class	20	0.8	3, 8, 6

The methodology of the subject combines theory and practice:

- 1) Theoretical explanation of the basic and fundamental concepts of the subject.
- 2) Practical exercises will be carried out, in groups and individuals, who will be able to defend and argue in the classroom.
- 3) Analysis tasks will be carried out and reflection on different topics will be carried out in the classroom.
- 4) Debates will be carried out on the exercises carried out and it will be necessary to demonstrate the oral argumentative capacity of the discussed topic.

However, during the term of the exercises and the classroom debates, you will still have to arrive at the recommended bibliography.

Demonstrate critical and analytical skills based on previous lectures.

The students will have to demonstrate the assimilation of the 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

Continuous 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, and participation in debates	30	0	0	9, 3, 5, 8, 6
Writing an argumentative text	40	0	0	1, 9, 5, 7, 2, 8
Writing texts analyzing the media treatment of three journalistic pieces	30	0	0	1, 9, 4, 5, 7, 8

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.

B) Writing an argumentative text, on a point included in the program.

C) Presentations and defense in class (individual or group) of some of the assigned exercises contributing to improvements in communication and participation in debates.

D) Attendance and active participation in class will also be an important element for the final assessment. You must have attended at least 75% of the sessions.

NOT ASSESSABLE

Failure to attend classes will result in a 'not assessable' grade for the course.

RECOVERY PROCESS

Students will have the right to retake the subject if they have failed the continuous assessment.

The make-up will consist of a theoretical exam on the contents of the subject and a practical test.

SECOND REGISTRATION

In the event of a second registration, the student will be able to take a single synthesis test which will consist of a theoretical-practical exercise. The grade of the subject will correspond to the grade of the synthesis test.

SINGLE ASSESSMENT

This subject does not provide for a single assessment method.

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.

ARTIFICIAL INTELLIGENCE

In this course, the use of Artificial Intelligence (AI) technologies is not permitted at any stage. Any assignment containing content generated by AI will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

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Software

In this Subject no special applications.

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
(TEm) Theory (master)	40	Spanish	second semester	afternoon