



Universitat de Lleida

DEGREE CURRICULUM

GENDER AND MEDIA

Coordination: ROMERO BURILLO, ANA MARIA

Academic year 2021-22

Subject's general information

Subject name	GENDER AND MEDIA			
Code	14650			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Master's Degree in Gender's Studies and Management of Equality Policy	1	OPTIONAL	Virtual learning
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA	TEORIA	
	Number of credits	3.6	2.4	
	Number of groups	1	1	
Coordination	ROMERO BURILLO, ANA MARIA			
Department	PUBLIC LAW			
Important information on data processing	Consult this link for more information.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
RODRÍGUEZ ORGAZ, CRISTINA	cristina.rodriguez@udl.cat	6	
ROMERO BURILLO, ANA MARIA	ana.romero@udl.cat	0	

Learning objectives

- To know the main theoretical contributions in the field of gender and media.
- To reflect on the role that communication plays in shaping our sexual and gender identities.
- To make a critical reading about the gender biases of media representations.
- To analyze the links between media and violence against women.
- To present communicative practices that promote equal relationships between men and women.
- To identify gender differences in communication and to learn how to use an inclusive and respectful language.
- To understand the socializing role of media and the implication that media content has in the construction of our sexual and gender identity.

Competences

Generic

Know how to use the data collection tools for qualitative and quantitative analysis.

Be able to recognize situations of discrimination against women from a corpus of gender studies and articulate an adequate and effective response.

Specific

Acquire the basic concepts and the main questions related to gender and feminist studies.

Be able to identify the sources of gender inequalities that have operated and operate in different areas.

Identify gender differences in communication and know how to use an inclusive and respectful language with women.

Understand the socializing role of media and the implication that media content has in the construction of our sexual and gender identity.

Subject contents

1. **Mediatization and gender identity:** in this first block we will reflect on the role played by the media in our socialization and how their representations are connected to the way we think of ourselves as men and women.
2. **Analysis of media representations of gender and sexualities:** in this second block we will explore the images and discourses that the media build around masculinity, femininity, sexual identities and sexual and affective relationships.

Methodology

Each one of the topics that we will work on is accompanied by a guide in which the theoretical concepts and the necessary examples to understand them are presented.

The communication with the group will be maintained through email and tutorials-chat.

Analysis activities.

Each of the activities that we propose will be accompanied by some academic texts that will allow you to carry them out. Previously, and using the communication tools of the virtual environment (forum, chat, etc.), we will have the opportunity to comment on the readings to clarify possible doubts and deepen their content. We will ask you to apply the readings to the analysis of various audiovisual products. In total, 4 activities will have to be carried out:

Activity 1. Critical commentary on texts on gender and media;
Activities 2, 3, 4 and 5 Analysis of an audiovisual product.

Development plan

See sections on content and methodology.

Evaluation

The evaluation consists of carrying out 4 activities, each with a weight on the note of 25% of the total. Each of the activities is linked to some compulsory academic texts. In total, students will have to perform 4 activities:

Activity 1. Critical commentary on texts on gender and media

Activity 2. Analysis of an audiovisual product

Activitat 3. Analysis of an audiovisual product

Activitat 4. Analysis of an audiovisual product

Activitat 5. Analysis of an audiovisual product

Of these four last proposals of activities (2, 3, 4 and 5) must be made 3. Each of them will vary in terms of theme and the audiovisual format (film, documentary, video diary, music video, advertising, etc.)

Bibliography

Berger, J. (1975). *Modos de ver*. Barcelona: Gustavo Gili.

Bernárdez, A. (2015). *Mujeres en medio(s): Propuestas para analizar la comunicación masiva con perspectiva de género*. Madrid: Fundamentos.

Connell, R.W. (2005). *Masculinities*. Cambridge: Polity Press.

De Lauretis, T. (1992). *Alicia ya no: feminismo, semiótica, cine*. Valencia: Universitat de València.

Dyer, R. (1993). *The Matter of Images: Essays on Representations*. London: Routledge.

Gallego, J. (2013). *De reinas a ciudadanas. Medios de comunicación: ¿motor o rémora para la igualdad?*. Barcelona: Aresta.

Gill, R. (2007). *Gender and the media*. Cambridge: Polity.

Goffman, E. (1979). *Gender Advertisements*. New York: Harper and Row.

Gross, L. (2002). *Up from Invisibility: Lesbians, Gay Men and the Media in America*. New York: Columbia University Press.

Kaplan, E. A. (1992). *Motherhood and representation: the mother in popular culture and melodrama*. London: Routledge.

- Kuhn, A. (1985). *The Power of the Image. Essays on Representation and Sexuality*. London: Routledge & Kegan Paul.
- Kuhn, A. (1991). *Cine de mujeres: feminismo y cine*. Madrid: Cátedra.
- Hall, S. (ed.). (1997). *Representation: cultural representations and signifying practices*. London: Sage.
- McRobbie, A. (2009). *The Aftermath of feminism: gender, culture and social change*. London: Sage.
- Mulvey, L. (1988). *Placer visual y cine narrativo*. Valencia: Universitat de València.
- Van Zoonen, L. (1994). *Feminist media studies*. London: Sage.
- Wood, J. T. (2001). *Gendered lives: communication, gender and culture* (4th edition). Belmont: Wadsworth.
- Zecchi, B. (2014). *La pantalla sexuada*. Madrid: Cátedra.
- Zurian, F. A. (Ed.). (2011). *Imágenes del Eros. Género, sexualidad, estética y cultura audiovisual*. Madrid: Ocho y medio.