



Universitat de Lleida

DEGREE CURRICULUM
GENDER AND MEDIA

Coordination: RODRIGUEZ ORGAZ, CRISTINA

Academic year 2023-24

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	RODRIGUEZ ORGAZ, CRISTINA			
Department	PHILOLOGY AND COMMUNICATION			
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
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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

The subject is structured around 3 blocks:

- 1. Access and participation of women in the media:** in this block we will analyze what is the access and participation of women in the audiovisual media, as citizens and media professionals, and what is the consumption of media from of various state and international reports.
- 2. Media coverage and gender identity:** in this block we will reflect on the role that the media play in our socialization and how their representations are connected with the way we think as women and as men.
- 2. Analysis of media representations of gender and treatment of information from a gender perspective:** in this block we will explore what are the images and discourses that build the media in various audiovisual formats and journalistic genres. Audiovisual and journalistic products will be worked on that contain representations that reproduce gender stereotypes and other products that transform and overcome them.

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.

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

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. Analysis of a report and practical exercise of application.

Activity 2. Critical commentary based on a suggested reading.

Activity 3. Analysis of an audiovisual product.

Activity 4. Analysis of information processing with a gender perspective.

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. Analysis of a report and practical application exercise.

Activity 2. Critical commentary based on a suggested reading.

Activity 3. Analysis of an audiovisual product.

Activity 4. Analysis of information processing with a gender perspective.

Bibliography

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