

Academic Year/course: 2023/24

31972 - Power and Gender Diversity in the Media

Teaching Guide Information

Academic Course: 2023/24

Academic Center: 801 - Masters Centre of the Department of Communication

Study: 1011 - Master in International Studies on Media, Power and Difference

Subject: 31972 - Power and Gender Diversity in the Media

Credits: 7.5

Course: 1

Teaching languages:

Theory: Group 1: English

Teachers: Maria Pilar Medina Bravo

Teaching Period: Second Quarter

Presentation

Media representations of men and women are unbalanced due to social discourses on gender. There are various cultural and social reasons for this imbalance but evidence is clear: in the media's reflection of society, less importance and significance are attached to women's activities. The media have the power to highlight one social representation at the expense of others. Feminism postulates that the cultural devaluation of women generates many patterns of difference between the sexes. For Tuchman (1978), the absence of female characters in prime-time television programmes was a clear example of what she called "symbolic annihilation".

Learning outcomes

- Evaluate and judge the most relevant and current debates on production, representation, cultural consumption and gender inequality, and be able to contribute to them.
- Judge the interpretative keys to any phenomenon that is globally unfair to women.
- Define, evaluate and criticise the different conceptual frameworks that justify gender inequality.

Contents

Conceptual Reflections on the 'sex' and 'gender'. Diversities and mistakes in the construction of gender identity; Intersectionality: Gender, Race and Culture; The complex construction of masculinity. Beyond virility ; Women and Motherhood: option or obligation; Stereotypes and loving emotional intimacy in heterosexual couple; Postfeminism in Media; Rape culture and media; When intimacy hurts: psychological violence and campaigns against; About Ecofeminism

Sustainable Development Goals

(5) Gender Equality # (16) Peace, Justice and Strong Institutions

Evaluation and grading system

Students are invited to choose a paper or book chapter to present and discuss. The presentation should feature the conceptual basis of the paper (authors' rationale/thesis and arguments, and compare & contrast the authors' ideas with other points of

view). Students should add examples from the current media environment to illustrate the paper idea.

The presentations should be no longer than 10 minutes. The presentation format is "video recording". The assessment of the presentation will be scored as 70% quality of the analysis and 30% creativity.

Note: in order to evaluate the Final Assignment, weekly non-graded activities are compulsory (to be discussed in the classroom and also to be uploaded in Moodle).