Programme: B.A.

Course Code: UWOC 102

Title of the Course: Gender and Popular Culture

Number of Credits: 4

Effective from AY: 2018-19

<u>Prerequisites</u>	Any student pursuing his/her undergraduate programme at Goa	
<u>for the course</u>	: University is eligible to take the course as a core paper.	
Objective:	This course explores the way gender discourse and representation are constructed and reinforced in popular culture (film, TV, music, advertising, etc.). It focuses on elements of identity related to femininity, masculinity and LGBT identities and deconstructs the complex cultural system that links them to fixed binary ideas of male and female.	
	 The course aims to help students understand gender dynamics: the difference between categories like male and female, masculinity and femininity, heteronormative and non-normative expressions identify common themes in popular culture regarding the depiction of gender and sexuality understand the impact of popular media consumption on our identity and relationship with the others. 	
	Studies and the Department of French and Francophone Studies of Goa University.	
<u>Content:</u>	 1. Socio-cultural construction of Gender, Race and Identity in10hrs popular culture Constructing Masculinity and Femininity. Objectification and Rise of the Raunch Culture. -Queer Theory: LGBT issues and Human Rights in France. - Gender construction as a social justice issue. Associations that defend women's rights. Changes in the legal system of the country. Jacqueline Sauvage case. # Me too movement/ Balance ton porc - Critical race theory 	

	- Power and Privilege	
	- Popular culture	
	Film : Les femmes de l'ombre. (2008)	
	Documentary: The Codes of Gender: Identity and Performance in Pop	
	<i>Culture.(2010)</i>	
	Representation and the Media by Stuart Hall (1997)	
	2. Representation of Gender in Film and TV	20hrs
	- Gender roles in Hollywood (Disney/Pixar, DC and Marvel superhero	
	movies) and Bollywood, French cinema and TV serials	
	- Analysis of pro-social and anti-social behaviours to determine gender	
	stereotypes.	
	- Themes: Finding Mr. Right, maintaining a youthful feminine	
	appearance, Damsel in distress, Knight in shining armour, self-	
	beautification, celebration of motherhood.	
	Screen scenes from a selection of films	
	Tomboy(2011)	
	Lara (2018)	
	Laurence Anyways (2012)	
	Danish girl (2015)	
	Documentaries-	
	Girl Power: All Dolled Up (2011)	
	Miss Representation (2011)	
	Gaycation France, Gaycation India (2016)	
	Wonder women! the untold story of American superheroines.	
	3. Gender in Music and Video Games	15hrs
	- Analysis of lyrics and Music	101115
	clips Clips from French songs	
	Christine and the Queen : Half Lady, Saint Claude	
	Eddy de Pretto : Kid, La fête de trop	
	Mylène Farmer : Sans contrefaçon je suis un garçon	
	Owning Diash Magazinity The Internetic Colling	
	-Owning Black Masculinity: The Intersection of Cultural	
	Commodification and Self Construction in Rap Music Videos - Representation of woman in music videos - Cirling of how hands	
	Representation of woman in music videos - Girling of boy bands	
	-Avatars and representation in Video games Documentary-	
	Hip-Hop: Beyond Beats and Rhymes (2006) Dreamworlds	
	3	
	4. Gender in Advertising and fashion magazines	15hrs
	- Analysis of advertisements across cultures in different media.	1,5111.5
	Objectification of men and women in advertisements	
	-The «loi mannequins »in France.	
	<i>TV serial. Top model France.</i>	
	Documentary - Killing Us Softly: Advertising's Image of Women (2010)	
	Margaret Lazarus	
Pedagogy:	Teaching methods and syllabus are based on the introduction of students	
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<u>uugugy</u> .	to principles of autonomous and self-directed learning and LSP	

 methodologies. This module will contain LSP in various media and forms of presentation (oral: lectures; audio-visual: TV, video; ICT: Internet, CD-ROMs). Independent work (group and individual). Exercises in task setting and fulfilling. Apart from the pedagogic tools used in the course, students are encouraged to bring to the classroom evidence and material from their own regional popular culture. References/ I. Tarrant, Shira. Men and Feminism. (Seal Press: Berkeley, 2009). 2. Kellner,Cultural Studies, Multiculturalism and Media Culture.1 (PDF; Ch. 1 from Hume and Dine?) 3. Henley and Preeman,The Sexual Politics of Interpersonal Behaviorl (PDF; ch. 22 from Woman: Images and Realities) 4. Luft,Hegemonyl (PDF; Ch. 4 DH) 5. Winseek,			
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	Cultural Commodification and SelfConstruction in Rap Music	
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	20. Marlo David Azikwe, —More Than Baby Mamas: Black Mothers and	
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	21. Liesbet Van Zoonen, —Feminist Perspectives on the Media	
	22. Battles & Hilton-Morrow, —Gay Characters in Conventional Spaces 9	
	23. Gayle Wald , —I Want It That Wayl: Teenybopper Music and the	
	Girling of Boy Band	
	24. Mona Chollet, Beauté Fatale. Les nouveaux visages d'une	
	aliénation féminine	
<u>Learning</u>	By the end of the course, students will:	
Outcomes	- develop perspective on gendered and sexual repercussions of	
	uncritical, passive consumption of popular culture in their personal, political, and social lives	
	-articulate the ways in which the masculine-feminine binary	
	is reinforced through representations in popular culture	
	-critically interrogate gender representations in pop culture, especially as	
	they relate to the intersectionality of sexuality, race and gender	
	- develop an understanding of how popular representations of	
	gender affect privilege, power, and —Othering.	
	- evolve an understanding of resistance against gender oppression	
	using elements of popular culture.	