

**Programme: M. A. (Women's Studies)**  
**Title of the Course: GENDER AND MEDIA**  
**Course Code: WST624**  
**Number of Credits: 4**  
**Effective from Academic Year: 2022-2023**

<b><u>Prerequisites for the course:</u></b>	Student should be registered with Goa University Post Graduate Programme	
<b><u>Objective:</u></b>	The media (film, television, magazines, newspapers and the internet) plays a major role in "constructing" gender, and "popular" views of what appropriate behavior is. The course will examine various images of gender in media with examples from the late 20th century to the present. Using theories from cultural studies, film and gender studies, and communication studies, students will explore different processes and practices of gender, specifically in terms of media representations of femininity and masculinity.	
<b><u>Content:</u></b>	<b>Module 1:</b> Theories from cultural studies, film and gender studies, and communication studies: media and representation of femininity and masculinity. Male gaze. Media and construction of gender norms and stereotypes: Film screenings and discussion on Stereotypes: Portrayals of the rural woman, woman in paid employment, morality and the bad woman, popular culture and interpretation of gender.	15 hours
	<b>Module 2:</b> Critical analysis of Gender in Magazines and Newspapers. Advertising and the image of women. Women's magazines. Politics of paid news.	15 hours
	<b>Module 3:</b> Internet and its social impacts. Internet and women: empowering or a tool for disempowerment. Role of Information Communication Technology in women empowerment.	15 hours
	<b>Module 4:</b> Media, gender, and its intersections with caste and class. How social norm about gender gets enacted, represented and has an impact on identity formations and communication. Media as a socio-cultural mechanism that shapes individual and collective notions of identity: essentially what it means to be male or female.	15 hours
<b><u>Pedagogy:</u></b>	lectures/assignments/self-study/ films, documentaries and discussions/ group readings and discussions/ presentations/ short film making	
<b><u>References</u></b>	Bhasin Kamla and Beena Aggarwal (ed.) 1984. <i>Women and Media</i> :	

	<p><i>Analysis, Alternatives and Action</i>. ISIS International</p> <p>Berger John. 1972. <i>Ways of Seeing</i>. UK: Penguin.</p> <p>Creedon Pamela. 1994. <i>Women, Media and Sport: Challenging Gender Values</i>. Thousand Oaks: Sage</p> <p>Das Mallika. 2000. <i>Men and Women in Indian Magazine Advertisements: A Preliminary Report</i>. November.</p> <p>Joseph Ammu. 1994. <i>Whose News? : The Media and Women s Issues</i>. New Delhi: Sage.</p> <p>Kosambi Meera.1994. <i>Women’s Oppression in the Public Gaze: An Analysis of Newspaper Coverage, State Action and Activist Response</i>. Bombay: Research Centre for Women s University.</p> <p>Mulvey Laura. 1999. ‘Visual Pleasure and Narrative Cinema’.in <i>Film Theory and Criticism: Introductory Readings</i>. Leo Braudy and Marshall Cohen. New York: Oxford University Press. pp 833-844.</p> <p>Prasad Kiran (ed.) 2005. <i>Women and Media, Challenging Feminist Discourse</i>. New Delhi:The Women Press.</p> <p>Tannen Deborah. 1994. <i>Gender and Discourse</i>. New York: Oxford University Press.</p> <p>Valdivia Angharad. 1995. <i>Feminism, Multiculturalism &amp; the Media Global Diversities</i>. London: Sage Publications.</p>
<b><u>Course Outcomes</u></b>	Students will develop a critical understanding of how gender is constructed, contested and subverted in different forms of media.