

**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.

**For the Manohar Parrikar School of Law, Governance and Public Policy  
MA Programme in Women's Studies**

**Semester I and III for Academic Year 2023-2024 (JUNE 2023 –November 2023)**

<b>First Term : Semester I &amp; III (JUNE 2023 –November 2023)</b>	
<b>Courses for Part I Semester I</b>	
1	WST500: Core Concepts in Women's Studies and Feminist Thought (DP/PP)
2	WST501 : Mapping Women's Movement (VZ)
3	WST502: Gender and Marginality (SP)
4	WST503: Women and Violence (AL)
5	WST524: Demography, Labour, Work and Gender (SP)
<b>Courses for Part II Semester III</b>	
1	WST600: Doing Feminist Research (SA)
2	WST601: Research Methods and Academic Writing ( AL)
3	WST622: Gender and Political Processes (SA/SS)
4	WST623: Gender, Environment and Ecology (SS)
5	WST624: Gender and Media (VZ)
<b>Courses for MA Environment Science Semester III</b>	
1	WST623: Gender, Environment and Ecology (SS)
<b>Courses for BA French</b>	
1	UWOC104 - French Visual Culture through the Gender Perspective (VZ)
	Ph.D lectures
1	Ph.D WS- SD – 6 Students , AL- 2 Students (Every Thursday 3 to 5 p.m.)
2	Ph.D Eco- AL - 3 Students (Every Tuesday 3 to 5 p.m.)

Dr. Aparna Lolayekar(AL), Sulochana Pednekar(SP), Prachi Prabhu(PP), Vithai Zarakur (VZ), Sanskruti Ayir (SA), Siya Sangodkar(SS), Divya Parmar(DP)

*Dr. Aparna Lolayekar*

**DEAN**  
Manohar Parrikar School of Law, Governance & Public Policy  
GOA UNIVERSITY  
GOA 403206

Department of Shri Chhatrapati Shahu Maharaj

Page No. Gender & Medical

Teacher's Name Ms. V. H. Mascarenhas

# GOA UNIVERSITY ATTENDANCE SHEET

Class: M.A. M.COM M.C.A. M.S. M.Sc. Eng.  
Academic Year: 2003-2004  
Term: I Months: 24

Total number of lectures delivered by the teacher during the term / Months: 24

Sl. No.	Name of the Students	Date of Lectures												Total
		26/06	10/07	17/07	24/07	31/07	07/08	14/08	21/08	28/08	04/09	11/09	18/09	
1.	DEEPIKA V. V.													
2.	KARUNA V. V.													
3.	ADARSH B. B.													
4.	TRISHA R. R.													
5.	CHIRAG P. P.													
6.	CHITRA P. P.													
7.	NEELAM D. D.													
8.	KARUNA V. V.													
9.	CHITRA P. P.													
10.	CHITRA P. P.													
11.	CHITRA P. P.													
12.	CHITRA P. P.													
13.	CHITRA P. P.													
14.	CHITRA P. P.													
15.	CHITRA P. P.													
16.	CHITRA P. P.													
17.	CHITRA P. P.													
		Signature of the Teacher												
		Signature of the Head of Dept												

Note: The students shall put their signatures against their respective names at every lecture / class.



GOA UNIVERSITY			
Exam	November 2023 Examination (Master of Science in Mathematics - MSMT)		
College	School of Physical and Applied Sciences		
Programme	Master of Science in Mathematics		
Paper	WST-624	Gender and Media	
Paper Head	ISA	Max Marks	60 Credits 4

Seat No	Student Name	ISA Marks
22P0410002	AMAR CHANDRAKANT BHAGAT	54.5
22P0410006	CALLISTA VALANKA CABRAL	57.5
22P0410007	CHETALI DAMODAR NAIK	52.5
22P0410008	CLARISA SARINA GONSALVES	57
22P0410010	KARINA BHISSO VELIP	53
22P0410012	KRITALI PRASHANT MATONKAR	55
22P0410015	MEGAN DARLENE MASCARENHAS	53.5
22P0410018	NARVEKAR SHIVANI DEVANAND	53
22P0410020	NETRAVATI DEMAPPA VANTAMURI	56
22P0410021	NIKHIL NARSHIVA KUTTIKAR	56
22P0410022	PALLAVI UTTAM NAIK	50
22P0410024	PEREIRA CARIDI LOURDES	51
22P0410025	PRANITA RAVI KHANOLKAR	52
22P0410035	SWIZLE GOMES	54.5
22P0410037	VEDA KUSH NAIK	55.5

Certified that all the sub components have been taken into account while finalising the above marks.

Vithal Zarsaerlov  
NAME OF EXAMINER

EXAMINER'S SIGNATURE

Dean/Programme Director/ Principal's Signature

Date: 20/11/23

N.B. NOTE : Department/College may kindly confirm that the above details are correct with reference to paper title, paper code and number of credits.

<< Absentees should be marked as 'A' (without quotes) >>

<< Carry forward of marks should be indicated as 'CF' (without quotes) >>

GOA UNIVERSITY				
Exam	November 2023 Examination (Master of Science in Mathematics - MSMT)			
College	School of Physical and Applied Sciences			
Programme	Master of Science in Mathematics			
	--			
Paper	WST-624	Gender and Media		
Paper Head	SEA	Max Marks	40	Credits 4

Seat No	SEA Marks
22P0410002	28
22P0410006	35.5
22P0410007	15
22P0410008	28.5
22P0410010	20.5
22P0410012	17
22P0410015	25.5
22P0410018	27
22P0410020	20.5
22P0410021	23
22P0410022	13
22P0410024	33
22P0410025	28
22P0410035	29.5
22P0410037	27

Certified that all the sub components have been taken into account while finalising the above marks.

Vithai Zaranika   
NAME OF EXAMINER EXAMINERS'S SIGNATURE

  
Dean/Programme Director/ Principal's Signatu

Date:                       
Programme Director

N.B.NOTE : Department/College may kindly confirm that the above details are correct with reference to paper title, paper code and number of credits.

<< Absentees should be marked as 'A' (without quotes) >>

<< Carry forward of marks should be indicated as 'CF' (without quotes) >>