

Programme: M. A. (Women's Studies)

Course Code: WS0-116

Title of the Course: GENDER AND MEDIA

Number of Credits: 4

Effective from Academic Year: 2018-19

<u>Prerequisites for the course:</u>	Student should be registered with Goa University Post Graduate Programme	
<u>Objective:</u>	The media (film, television, magazines, newspapers and the internet) plays a major role in "constructing" gender, and "popular" views of what appropriate behaviour is. The course will examine various images of gender in media with examples from the late 20 th 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.	
<u>Content:</u>	Module 1: 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.	12 hours
	Module 2: Critical analysis of Gender in Magazines and Newspapers. Advertising and the image of women. Women's magazines. Politics of paid news.	12 hours
	Module 3: Internet and its social impacts. Internet and women: empowering or a tool for disempowerment. Role of Information Communication Technology in women empowerment.	12 hours
	Module 4: Media, gender - its intersections with caste, class and religion. Enactment and representation of social norm about gender - its 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.	12 hours

<u>Pedagogy:</u>	lectures/assignments/self-study/ films, documentaries and discussions/ group readings and discussions/ presentations/ short film making	
<u>References/Readings</u>	Bhasin Kamla, Beena Agarwal (eds.) 1984. <i>Women and Media: Analysis, Alternatives and Action</i>. ISIS International Berger John. 1972. <i>Ways of Seeing</i>. UK: Penguin. Creedon Pamela. 1994. <i>Women, Media and Sport: Challenging Gender Values</i>. Thousand Oaks: Sage Das Mallika. 2000. <i>Men and Women in Indian Magazine Advertisements: A Preliminary Report</i>. November. Joseph Ammu. 1994. <i>Whose News? : The Media and Women s Issues</i>. New Delhi: Sage. 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. 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. Prasad Kiran (ed.) 2005. <i>Women and Media, Challenging Feminist Discourse</i>. New Delhi: The Women Press. Tannen Deborah. 1994. <i>Gender and Discourse</i>. New York: Oxford University Press. Valdivia Angharad. 1995. <i>Feminism, Multiculturalism & the Media Global Diversities</i>. London: Sage Publications.	
<u>Learning Outcomes</u>	1. Students will develop a critical understanding of how gender is constructed, contested and subverted in different forms of media.	

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

Semester II and IV for Academic Year 2021-2022 (January 2022 – May 2022)

Second Term : Semester II & IV January 2022 - May 2022	
Courses for Part II Semester IV	
1	WSC 118 : Gender, Human Rights and Law (SD)
2	WSO 116 : Gender and Media (PP)
3	WSO 118: Gender, Environment and Ecology (KR)
4	WSO 119: Gender and Education (AL & SP)
5	WSD 111 : Dissertation
Courses for Part I Semester II	
1	WSC 114: Doing Feminist Research (PP)
2	WSC 115 : Field Work Skills and Practice (KR)
3	WSC116: Gender and Marginality (SP)
4	WSO 120 : Women and Violence (AL)

BA French:

*UWOC 102 – Gender and Popular Culture (VZ)

*UWOC105 – Women's Writings from India and the Francophone world (VZ)

MA/ M.Sc. Environmental Science

*ESC 201: Ecology and Society (KR)

Approved by circulation

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MASTER OF ARTS IN HISTORY

College/Department Department of History

Paper Code: WSO-116

Paper Name: Gender And Media

Max ISA - 1 Marks: 40 May 2022

Credits Allotted: 4

Seat Number	Student Name	ISA - 1	ISA - 2	ISA - 3	ISA(40)
20P0150056	YADWAD NEHA NAZIRULLA 201709231	15.5	13	-	28.5

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

NAME OF

EXAMINER:

Poochi Poochi

EXAMINER'S SIGNATURE:

HOD'S SIGNATURE:

Date: 6 / 6 / 22

N.B.NOTE: Department 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) in marks column.>> for ISA