



University of Nicosia, Cyprus

Course Code COMM 431	Course Title Gender & Communication	ECTS Credits 6
Department Communications	Semester Fall/Spring	Prerequisites
Type of Course Major Requirement	Field Communications	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2 nd /3 rd	Lecturer Faculty
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Provide key notions on media, audiences and (gender) representations.
- Present theories related to identity, power and self-formation.
- Understand the connection between media representations and historical and cultural contexts.
- Provide methods and tools for media content analysis.
- Develop skills of media content analysis.
- Understand the feminist concerns over media representations of gender and relationships.
- Induce reflection related to the eventual effects of media representations
- Offer an overview of various media and gender representations

Learning Outcomes:

1. After completion of the course students are expected to be able to:
2. Understand questions of reading and giving meaning to media texts
3. Apprehend the various ways in which media represent issues related to gender, sexuality and relationships
4. Develop skills and competences to understanding and analysing the processes of construction of media images of wo/man, sexuality and relationships
5. Understand the role of changing social and media production environments in the construction of representations
6. Understand the ways in which gendered values are communicated by media
7. Conceptualise media influence in relation to power, meaning and identity
8. Develop a critical approach to media practices and content
9. Reflect on eventual effects of media consumption on gender identities and values
10. Acquire the competences needed to carry out case studies and surveys on media texts (production modes and processes) and media influence
11. Develop skills and practices in team work

Course Contents:

<ol style="list-style-type: none"> 1. The place and role of media and gender today 2. Theories on media, audiences and identity 3. Media representation of gender and relationships 4. in the past 5. today 6. Theories on key concepts; gender, modernity, self-identity, discourses and power. 7. Giddens 8. Foucault 9. Butler 10. Men's and women's magazines and identities 11. Media and role models

Teaching Methods:

Lectures, Case Study Analysis and Discussion, discuss media articles, In-Class Exercises - workshop, and Presentations.

Assessment Methods:

Homework, project, class participation, class presentation, Final Exam.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
David Gauntlett	<i>Media. Gender and Identity: An Introduction</i>	Routledge, Taylor & Francis	2002	0-13-512647-9

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Liesbet van Zoonen	<i>Feminist Media Studies (Media. Culture and Society)</i>	Sage Publications	1994	