



Course Syllabus

Course Code	Course Title	ECTS Credits
COMM-431	Gender and Communication	6
Prerequisites	Department	Semester
None	Communications	Spring
Type of Course	Field	Language of Instruction
Required	Communications	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr. Marilena Zackheos	2 nd - 4 th
Mode of Delivery	Work Placement	Corequisites
Face-to-face	Optional	None

Course Objectives:

The main objectives of the course are to:

- Provide key notions on media and (gender) representations.
- Present theories related to identity and power.
- Understand the connection between media representations and historical and cultural contexts.
- Provide methods and tools for analysis of media content.
- Develop skills of critical analysis.
- Understand the feminist concerns over media representations of gender and relationships.
- Compare and contrast different texts and approaches to representations of gender in media.
- Think critically about the intersections of race, gender, ethnicity, sexuality, religion, nationhood and belonging in our primary texts.
- Induce reflection related to the eventual effects of media representations.
- Offer an overview of various media and gender representations.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Critically read and give meaning to media texts.
2. Analyze the various ways in which media represent issues related to gender, sexuality and relationships.

3. Explain the processes of construction of the media images of women, men, sexuality and relationships.
4. Discuss the role of changing social and media production environments in the construction of representations.
5. Analyze the ways in which gendered values are communicated by media.
6. Assess media influence in relation to power, meaning, and identity.
7. Demonstrate a critical approach to media practices and content.

Course Content:

1. Media representations of gender in the past and present.
2. Introduction to theories on key concepts: gender, discourses, identity, power, resistance, the male gaze, scopophilia, Orientalism, intersectionality, heteronormativity, performativity.
 - Michel Foucault
 - Laura Mulvey
 - Edward Said
 - bell hooks
 - Judith Butler
3. Gender stereotypes in media and violence.
4. Gender representation in advertising and journalism.
5. Media and role models.
6. Colonial and postcolonial gender representations.
7. Feminism(s) and postfeminism(s).
8. Queer resistance.
9. Contemporary issues: Female Genital Mutilation+ #MeToo and #HimToo movements.

Learning Activities and Teaching Methods:

Lectures, Videos, Case Study Analyses, In-Class Exercises, Small and Large Group Discussion, Reading Assignments.

Assessment Methods:

Quizzes

Final Exam

Class Participation and Attendance

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Lecturer's Notes/ PowerPoint Presentations				
Media, Gender and Identity: An Introduction	Gauntlett, D.	Routledge, Taylor & Francis	2008	E-book available through the library: http://ebookcentral.proquest.com/.../nic.../detail.action... Print copy available at the library: Reserve 350.3 G272 2008 061053

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Gender and the Media	Gill, R.	Polity	2007	978-0745619156 E-book available: http://ebookcentral.proquest.com/.../nic.../detail.action...
Cupcakes, Pinterest and Ladyporn: Feminized	Levine, A.	University of Illinois Press	2015	E-book available: http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1091853&site=

Popular Culture in the Early Twenty-First Century				ehost-live
Feminist Media Studies (Media Culture Society Series)	Van Zoonen, L.	Sage Publications	2000	Print copy available at the library: 302.23082 Z83 1994