Mode of Attendance: Full-time  
Duration: 3 weeks  
Course hours: 150 hours, of which 50 will be contact hours.  
SOAS Accredited: This course is worth 15 UK credits

Programme Description

This three-week interdisciplinary course addresses the intersection of gender and media through developing a critical understanding of how 'gender' helps shape media texts and institutions and how media (understood to include all forms and genres of communication) structure our understandings of gender. The term ‘gender’ refers to constructed ideologies of femininity and masculinity in the public sphere as well as to the intersection of gender with other social identities – including cultural categories such as religion, race, class, and sexuality. Focusing on studies and examples from Asia, Africa and the Middle East, we will examine the ways in which gender is represented, reproduced, targeted and normalized in a variety of media outlets, and address how textual, visual and aural images mediate, challenge and also reproduce gender ideologies and gender identities that intersect with other social identities, class and race. At the same time, we will address how the social construction of gender is continuously challenged in different media genres and forms and by whom, thus acknowledging individual and collective agency and lived experiences in different socio-historical contexts.

The first week will begin with a broad overview of why studying media and gender matter and then introduce critical gender, critical media and feminist media studies. The second week will introduce students to methods for studying gender in the media, drawing on mainstream media studies as well as feminist media critique. In the third week, we will draw on various case studies pertaining to Asia, Africa and the Middle East and their diasporas to address pressing contemporary debates, such as mediated representations of gender; media, gender and conflict; sexuality; mobilities; gendered media (labour) markets; gendered audiences, and gender and power in a digital era of communication. In addition to lectures and tutorials, critical to the course will be practice-based research activities, which will include students creating, developing, editing and maintaining a blog space, which will enable them to practically apply and reflect on their developing awareness of the complexities and nuances of the relationship between gender and media.

Programme Schedule

Week 1: Gender and media
• Introduction to Gender and Media
• Media, gender and sexual violence
• Media, gender and conflict
• New media, gendered representation and power
• Media economies and gendered representations

Week 2: Critical Methods
• Intersectional and interdisciplinary approaches to media
• Feminist media critique and practices
• Queering approaches to media
• Crip methods and media

Week 3: Gendered Experiences of Media
• Media reproducing homonationalism and heteronormativity
• Media across borders: transnational and transregional feminist approaches
• Media, diasporas and mobilities
• Case study

Learning Outcomes
On successful completion of the course, a student should be able to demonstrate the ability to:

• Understand key theories and methods of studying media, power, and social identities
• Examine the role of media in constructing gender and its intersections with race, ethnicity, class, and sexuality
• Address and recognize the persistence of gendered media industries
• Address the role of new media technologies in challenging and/or reaffirming traditional constructs of gender

Assessment
Assessment will be in the form of an assignment to be completed two weeks after the end of the module.

If you have opted to study for credit, you will be required to complete all course assessments. Should you complete the assessments with success, you will receive a transcript confirming your marks and credits. If you have not chosen to study for credit, you will be exempt from any course assignments and not receive a mark.
Course Convenor: Dr Gina Heathcote, Dr Dina Matar, Dr Kyoung Kim

Reading Materials