Module Code : AG-3401
Module Title : Gender and the Media
Programme : Bachelor of Arts
Type of Module : Breadth
Modular Credits : 4
Student Workload: 8 – 10 hours per week
Contact Hours for timetabling: 2 hours per week
Prerequisite : None
Anti-requisite : AC-1202 Introduction to Media Studies

Aims:
This module introduces students to some of the fundamental concepts of gender and the media. It will cover, to name a few, the news, magazines, mass entertainment (such as film, dramas, etc) and culture, with emphases on the construction of audiences and the introduction of new media technologies, and their interactions with gender.

In addition, it explores the common topics and debates in the area within the framework of a seminar. Each week, the lecturer will make a short, initial presentation, introducing the topic and various debates surrounding it. This will be followed by a student or student group presentation of the topic which focuses on specific theoretical questions or relevant aspects. A discussion will then follow, based on the presentations that preceded it.

Module Content :
- Gendered communication
- Sexist language
- Gender representations in the media
- Sexuality in the media
- Stereotypes in the media

Assessment :
| Examination | 2 hours |
| Coursework | Seminar presentation
| | Critique
| | Essay
| | Test

Textbook(s)/References :
Oxford: Routledge