

Semester	2
Course	Multidisciplinary
Paper Code	M1MV230211T
Paper Title	Media and Gender
No. of Credits	3
Theory / Practical / Composite	Theory
Minimum No. of preparatory hours per week a student has to devote	3
Number of Modules	
Syllabus	<ul style="list-style-type: none"> • Gender and the Media The social construction of gender in a media saturated society; the politics of media representation. • Representation of gender in mainstream media What is a ‘publicity image’? The dissemination and meaning making process of commercial media texts; case studies: analysis of advertisements/TV programs/music/games/social media contents. • Representation of gender in popular Cinema Understanding the relationship between popular cinema and society. How do national policies impact popular cinema? Popular cinema representing social and national concerns; analysis of one Indian popular film. • Feminist Media Theories Key concepts in feminist media theory. One workshop with a media scholar/practitioner.
Learning Outcomes	<ul style="list-style-type: none"> • To understand the key concepts of media and gender. • To understand the politics of representation in media texts. • To have the critical ability to make a gendered reading of media texts.
Reading/Reference Lists	<ul style="list-style-type: none"> • Agarawal, B. (2002). <i>Are We Not Peasants Too? Land Rights and Women’s Claims in India</i>. • Chanter, T. (2006). <i>Gender: Key Concepts in Philosophy</i>. Bloomsbury Publishing. • Gallagher, M. (2003). Feminist Media Perspectives. <i>A Companion to Media Studies</i>. pp 19-39. • Harvey, A. (2019). <i>Feminist Media Studies</i>. John Wiley & Sons. • hooks, b. (2010). The Oppositional Gaze: Black Female Spectators. In: J. Belton, ed. <i>Movies and</i>

	<p><i>Mass Culture</i>. New Jersey: Rutgers University Press. pp. 247-265.</p> <ul style="list-style-type: none"> • hooks, b. (2012). <i>Reel to Real: Race Sex and Class at the Movies</i>. Taylor and Francis. • Kilbourne, J. (1979). <i>Killing Us Softly: Advertising's Image of Women</i>. (Video lecture). • Kilbourne, J. (1994). <i>Still Killing Us Softly: Advertising and the Obsession with Thinness</i>. • McLaughlin, L. & Carter, G. C. (2014). <i>Current Perspectives in Feminist Media Studies</i>. Pbk. ed. Routledge. • Mulvey, L. (2013). Visual Pleasure and Narrative Cinema, in <i>Feminism and Film Theory</i>. Routledge. pp 57-68. • Schulze, B. (2002). The Cinematic 'Discovery of India': Mehboob's Re-Invention of the Nation in Mother India. <i>Social Scientist</i>. pp 72-87. • Thornham, S. (2007). <i>Women Feminism and Media</i>. Edinburgh University Press. • Van Zoonen, L. (1994). <i>Feminist Media Studies</i>. Vol. 9. Sage Publications. • Wolf, N. (1995). <i>The Beauty Myth</i>. Royal NSW Institute for Deaf and Blind Children. 	
Evaluation	Theory 50 CIA: 10 Semester Exam: 40	Practical (if applicable) CA: Semester Exam:
Paper Structure for Theory Semester Exam	One long question out of two options – 1x20 = 20 marks Two short questions out of four options – 2x10 = 20 marks	