Semester: II	
Course : Mass Communication and Videography	
Paper Title: Gender and Media	
Paper code: M1MV230211T	**Credits: 3**
Hours/week : 3	
Category: Core/MDC/SEC/VAC : MDC	
Theory / Practical / Composite : Theory	
No of Modules : 1	

Course Overview:

This course aims to equip students with a critical understanding of how gender is socially constructed and represented within contemporary media cultures. Through engagement with key concepts in feminist media theory and close analysis of mainstream and popular media texts, students will examine the politics of representation and the ideological functions of publicity images across advertising, television, cinema, digital platforms, and other cultural forms.

The course also seeks to foster analytical skills that help students interrogate the relationship between media, society, and national policy frameworks, with a particular focus on Indian popular cinema. By integrating theoretical study with hands-on case analysis and a workshop led by a media scholar or practitioner, the course encourages students to critically interpret media narratives, recognize gendered power structures, and understand the role of media in shaping cultural meaning and public consciousness.

Course Outcome:

1. **Remember:** Identify key concepts related to gender construction, media representation, and feminist media theories.
2. **Understand:** Explain how gender is socially constructed and circulated through various media forms, including advertising, cinema, and digital platforms.
3. **Apply:** Use foundational theories and analytical tools to interpret gendered representations in selected advertisements, television programs, games, and social media content.
4. **Analyze:** Examine the representational strategies of mainstream and popular media, and deconstruct how these influence societal perceptions of gender.
5. **Evaluate:** Critically assess the role of media in shaping gender norms, and judge how national policies and socio-political contexts impact the production and reception of popular cinema.
6. **Create:** Develop an original media critique or gender-based media analysis project that synthesizes theoretical understanding with case-based research and reflection.

Prerequisites: *Basic knowledge about any prior course*

SYLLABUS

UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL
I.	● **Gender and the Media**	3	CO1 CO2	KI,K2,K3,K4.K5,K6

		The social construction of gender in a media saturated society; the politics of media representation.		**CO3** **CO4** **CO5** **CO6**	
		● **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.			

Text Books

1. Film Text - *Mother India* (1957), Mehboob Khan.

Suggested readings

● Agarawal, B. (2002). *Are We Not Peasants Too? Land Rights and Women's Claims in India*.

● Chanter, T. (2006). *Gender: Key Concepts in Philosophy*. Bloomsbury Publishing.

● Gallagher, M. (2003). *Feminist Media Perspectives. A Companion to Media Studies*. pp 19-39.

● Harvey, A. (2019). *Feminist Media Studies*. John Wiley & Sons.

● hooks, b. (2010). The Oppositional Gaze: Black Female Spectators. In: J. Belton, ed. *Movies and Mass Culture*. New Jersey: Rutgers University Press. pp. 247-265.

● hooks, b. (2012). *Reel to Real: Race Sex and Class at the Movies*. Taylor and Francis.

● Kilbourne, J. (1979). *Killing Us Softly: Advertising's Image of Women*. (Video lecture).

- Kilbourne, J. (1994). *Still Killing Us Softly: Advertising and the Obsession with Thinness*.

- McLaughlin, L. & Carter, G. C. (2014). *Current Perspectives in Feminist Media Studies*. Pbk. ed. Routledge.

- Mulvey, L. (2013). Visual Pleasure and Narrative Cinema, in *Feminism and Film Theory*. Routledge. pp 57-68.

- Schulze, B. (2002). *The Cinematic 'Discovery of India': Mehboob's Re-Invention of the Nation in Mother India*. Social Scientist. pp 72-87.

- Thornham, S. (2007). *Women Feminism and Media*. Edinburgh University Press.

- Van Zoonen, L. (1994). *Feminist Media Studies*. Vol. 9. Sage Publications.

- Wolf, N. (1995). *The Beauty Myth*. Royal NSW Institute for Deaf and Blind Children.

Web Resources
1. **https://monoskop.org/Monoskop**
2. **https://shodhganga.inflibnet.ac.in/**
3. **https://archive.org/**

Evaluation
Theory 50
CIA: 10
Semester Exam: 40

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

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	**Remember:** Identify key concepts related to gender construction, media representation, and feminist media theories.	K1
CO2	**Understand:** Explain how gender is socially constructed and circulated through various media forms, including advertising, cinema, and digital platforms.	K2
CO3	**Apply:** Use foundational theories and analytical tools to interpret gendered representations in selected advertisements, television programs, games, and social media content.	K3
CO4	**Analyze:** Examine the representational strategies of mainstream and popular media, and deconstruct how these influence societal perceptions of gender.	K4
CO5	**Evaluate:** Critically assess the role of media in shaping gender norms, and judge how national policies and socio-political contexts impact the production and reception of popular cinema.	K5

CO6	**Create:** Develop an original media critique or gender-based media analysis project that synthesizes theoretical understanding with case-based research and reflection.	K6