Media culture and gender

Academic Year: (2020 / 2021) **Review date: 09-07-2020**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: NAVARRO COMAS, ROCIO

Type: Electives ECTS Credits : 3.0

Year : Semester :

OBJECTIVES

1. Global knowledge of Cultural Studies as a tool for analyzing audiovisual narrativity, for understanding contents, especially in everything related to gender, sex, sexuality and personal identity.

2. A knowledge of concepts, functions and methodologies of Cultural and Gender Studies to deal with media culture.

3. Capacity to interpret and analyze critically media messages in contemporary society.

4. Expertise and creative competence to apply what has been learned to the construction of plots and characters.

DESCRIPTION OF CONTENTS: PROGRAMME

This program has as a priority goal to offer to the student an approach to gender studies and to the new analytical and epistemological methodologies and points of view provides by them in the field of Media Studies.
1. Theoretical and methodological questions (I). The denaturalization of the image.
2. Theoretical and methodological questions (II). Gender as social technology.
3. The false Happy Ending as a way to subvert the Institutional Mode of Representation.
4. Gender identity as performance.
5. Gender and violence: representation of violence and violence of representation.

LEARNING ACTIVITIES AND METHODOLOGY

The course will be divided in magistral sessions and seminars. The first ones will be devoted to introduce the student to the use of necessary methodological tools to deal with the diverse problems related to the topic. The second ones will be devoted to discussion and to the analysis of the proposed audiovisual texts.

ASSESSMENT SYSTEM

- 60% global grade: Final project that will be developed throughout the course and whose progress will be integrated into a portfolio.

- Rest (40%) continuous evaluation: Exercises, sequence analysis and class participation.

- Special value will be given to active participation of the students in the discussion forums that will be created to debate the different class subjects.

% end-of-term-examination:	0
% of continuous assessment (assigments, laboratory, practicals…):	100

BASIC BIBLIOGRAPHY

- Aguado Pérez, D. ¿Cuando el patriarcado sobrevive al apocalipsis. Análisis de The Walking Dead¿, Feminismo/s, 23 (pp. 279-297), 2014
- Benjamin, Walter, La obra de arte en la época de su reproductibilidad técnica, en Discursos interrumpidos,, Madrid, Taurus,, 1989.
- Colaizzi, Giulia, La pasión del significante. Teoría de género y cultura visual,, Madrid, Biblioteca Nueva,, 2006.

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- Mulvey, Laura, Placer visual y cine narrativo,, Valencia, Episteme,, 1988.

- Zecchi, B. ¿Estrategias de elisión, inscripción y desexuación en la representación cinematográfica de la violencia contra la mujer¿, en El doble filo de la navaja: violencia y representación, Fernando García Selgas y Carmen Romero Bachiller (eds.), Madrid , Trotta, 2006

ADDITIONAL BIBLIOGRAPHY

- Ang, I. ¿Melodramatic identification: television fiction and women¿s fantasy¿, 3 en Brown, M.E. (Ed.): Television and women¿s culture. , Londres, Sage (pp. 75- 88), 1990
- Caballero, M. (ed.) Mujeres de cine. 360º alrededor de la cámara, Madrid, Biblioteca Nueva, 2011

- Colaizzi, G. (ed.) Feminisno y Teoría fílmica, Valencia, Episteme, 1997

- Kaplan, E. A. Las mujeres y el cine, Madrid, Cátedra, 1983

- Kaplan, E. A. Las mujeres y el cine,, Madrid, Cátedra, 1983

- Kuhn, A. Cine de mujeres. Feminismo y cine, , Madrid, Cátedra, 1991