STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

COURSE OUTLINE

SOCI 305-GENDER IN THE MEDIA

Prepared By: Dr. Amani M. Awwad

SCHOOL OF BUSINESS & LIBERAL ARTS
SOCIAL SCIENCES DEPARTMENT
May 2015
A. **TITLE:** Gender in the Media

B. **COURSE NUMBER:** SOCI 305

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE:** OPTIONAL - Liberal Arts/General Studies

E. **COURSE LENGTH:** 15 weeks

F. **SEMESTER(S) OFFERED:** Fall or spring

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 hours lecture/week

H. **CATALOGUE DESCRIPTION:** The course will begin by reviewing the components and the basic concepts of mass media. The course will focus on the power of social construction of the mass media in creating appropriate images of masculinity and femininity including sexual orientation. The course will survey the various theoretical traditions coming from sociology, psychology and gender studies exploring gender dynamics as portrayed in the media. The course will examine research exploring the impact and the ideological consequences of the power of the mass media within the arena of gender dynamics.

I. **PRE-REQUISITES/CO-COURSES:** SOCI 101 (with a grade of C or better) or permission of instructor and junior level status with a GPA 2.00.

J. **GOALS (STUDENT LEARNING OUTCOMES):** By the end of this course, the student will:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Evaluate the basic components and concepts of mass media.</td>
<td>2. Crit. Thinking 1. Communication</td>
</tr>
<tr>
<td>b. Assess the various theories of gender in the media, coming from sociology, psychology and gender studies. Including basic tenets, assumptions and limitations of these theories.</td>
<td>2. Crit. Thinking 3. Prof. Competence</td>
</tr>
<tr>
<td>c. Provide a critical analysis of the role of mass media in constructing appropriate and suitable definitions, as perceived by society, of norms surrounding femininity, masculinity and sexual orientation both from macro and micro orientation.</td>
<td>1. Communication 3. Prof. Competence 2. Crit. Thinking</td>
</tr>
</tbody>
</table>

K. **TEXTS:** To be determined by the individual instructor. Possible choices can be drawn from the
L. REFERENCES:

M. EQUIPMENT: Not Applicable.

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:
A research paper will be required in this course. Students will be asked to apply a specific research method so as to assess their grasp of the integrate working of a research method including the design and the logic of the various scientific research methods. Monthly theoretical papers on the subject of gender in the mass media will be another requirement so as to assess the student’s grasp of the various theoretical traditions within the discipline of sociology of mass media and the sub discipline of gender in the mass media. Other grade options might be selected by other instructors, but not limited to the following options: examinations, book reviews, reaction papers, in-class group and individual exercises and discussion.

P. DETAILED TOPICAL OUTLINE: Attached.

Q. LABORATORY OUTLINE: Not Applicable.
DETAILED OUTLINE

SOCI 305: Gender in the Media

TOPICS

I. What is Mass Media? Components and Basic Concepts
   A. Definition of mass media
   B. Components of mass media
   C. Basic concepts

II. Theoretical Perspectives of Gender in the Mass Media
   A. The Sociological Paradigms
      1. The structural functional paradigm
      2. The social conflict paradigm
      3. The symbolic interactionist paradigm
   B. Selected Theories of Gender in Media
      1. Sex-role perspective of Kingsly Davies
      2. Erving Goffman’s Approach
      3. Psychoanalytic Theory
      4. Marxist Theory and Neo-Marxist Theory
      5. Performative Theory of Gender - “Glam Metal”
      6. Critical Theory with Michel Foucault
      7. Semiotic Democracy Theory of Fiske
      8. Multiple Systems of Dominance Perspective

III. Social Constructionism of Gender in the Mass Media
   A. Theoretical Bases
   B. The Social/Historical Context.
      1. The intended message
      2. The targeted audience
      3. Content analysis
      4. Contextual analysis
   C. Symbolic and General Impact/Consequences
      1. Negative impact and stigmatization/stereotypes
      2. The media as an agent of propaganda
      3. The role of the media in creating appropriate labels and or images of family, masculinity and sexual orientation.
IV. Gender in the Media: The Case for Sexism, Discrimination, and Exaggerated Stereotypes of Femininity, Masculinity and Sexual Orientation.
   A. The four stages of portrayals:
      1. Non-recognition
      2. Ridicule
      3. Regulation
      4. Respect.
   B. Gender and Sexual Orientation in the Media
      1. Femininity and masculinity within the genre of horror movies and action movies
      2. Femininity and masculinity within the genre of early western movies
      3. Femininity and masculinity within the genre of the soap opera, romance novels, and the advertising and music industry.
      4. The gay and lesbian agenda and the mass media
      5. Femininity, masculinity and sexual orientation as portrayed in the pornography industry.
      6. Femininity, masculinity in the corporate news media and sport industry.

V. Gender in the Media: Constitutional Challenges
   A. Constitutional debates in the areas of gender in the media
      1. Freedom of speech vs. censorship
      2. Ideological and legal implications of the first Amendment.
      3. The internet and the constitution.
   B. Assessing the progress in the constitutional debate in the areas of gender in the media.
      1. The battle over the rating game
      2. Sexism, discrimination and violence in the media
      3. The debate over censorship and freedom of speech in the area of pornography.
      4. Sex education and the mass media
      5. Hate speech and the debate over rap music.