MASTER SYLLABUS

SOCI 305: Gender in the Media

Created by: Amani Awwad, Ph.D.
Updated by: Amani Awwad, Ph.D.

SCHOOL of BUSINESS AND LIBERAL ARTS
SOCIAL SCIENCES DEPARTMENT
Last Updated: May 2015
FALL 2021
A. **TITLE**: Gender in the Media

B. **COURSE NUMBER**: SOCI 305

C. **CREDIT HOURS**: 3 Lecture Hours per Week for 15 Weeks

D. **WRITING INTENSIVE COURSE**: Yes

E. **GER CATEGORY**: No

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

G. **COURSE DESCRIPTION**: In this course students will review 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.

H. **PRE-REQUISITES/CO-REQUISITES**: SOCI 101 or permission of instructor and junior level status with a GPA 2.00.

I. **STUDENT LEARNING OUTCOMES**:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>ISLO &amp; Sub-Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Research and evaluate the basic components and concepts of mass media.</td>
<td>2 Critical Thinking</td>
</tr>
<tr>
<td></td>
<td>[IA]</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 Critical Thinking</td>
</tr>
<tr>
<td></td>
<td>[CA]</td>
</tr>
<tr>
<td>c. Analyze 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>2 Critical Thinking</td>
</tr>
<tr>
<td></td>
<td>[CA]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KEY</th>
<th>Institutional Student Learning Outcomes [ISLO 1 – 5]</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISLO #</td>
<td>ISLO &amp; Subsets</td>
</tr>
<tr>
<td>1</td>
<td>Communication Skills</td>
</tr>
<tr>
<td></td>
<td>Oral [O], Written [W]</td>
</tr>
<tr>
<td>2</td>
<td>Critical Thinking</td>
</tr>
<tr>
<td></td>
<td>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
</tr>
<tr>
<td>3</td>
<td>Foundational Skills</td>
</tr>
<tr>
<td></td>
<td>Information Management [IM], Quantitative Lit., /Reasoning [QTR]</td>
</tr>
<tr>
<td>4</td>
<td>Social Responsibility</td>
</tr>
<tr>
<td></td>
<td>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</td>
</tr>
<tr>
<td>5</td>
<td>Industry, Professional, Discipline Specific Knowledge and Skills</td>
</tr>
</tbody>
</table>

J. **APPLIED LEARNING COMPONENT**: Yes - Research

K. **TEXTS**: To be determined by the instructor
L. REFERENCES:

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:
Exams • Quizzes • Assignments/Research • Participation/Discussion

P. DETAILED COURSE OUTLINE:
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.