

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



MASTER SYLLABUS

SOCI305: Gender in the Media

CIP Code: 45.1101

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

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School: School of Business and Liberal Arts
Social Sciences Department
Spring 2026

A. TITLE: Gender in the Media

B. COURSE NUMBER: SOCI 305

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	X
No	

E. GER CATEGORY: NO

F. SEMESTER(S) OFFERED:

Fall	
Spring	
Fall and Spring	X

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.

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

CO-REQUISITES: None

STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	GER	ISLO & Subsets
a. Research and evaluate the basic components and concepts of mass media.		2-Critical Thinking [IA]
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.		2 [CA]
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.		2 [CA]

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

J. **APPLIED LEARNING COMPONENT:**

Yes	X
No	

If yes, select [X] one or more of the following categories:

Research	X
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K. **TEXTS:** To be determined by the instructor

L. **REFERENCES:**

- Anderson, Margaret, Collins, Patricia Hill (7th, edition). (2011). *Race, Class, and Gender: An Anthology*. Wadsworth-Cengage Learning.
- Baca Zinn, Maxine. Hondageneu-Sotelo, Pierrette, and Messner, Michael A. (Editors) (2000) *Gender through the Prism of Difference*. (Second Edition) Allyn and Bacon
- Baran, Stanley J. (2002) *Introduction to Mass Communication: Media Literacy and Culture*. (Second Edition) McGraw Hill.
- Bell, Elizabeth, Haas, Lynch and Sells, Laura. (Editors) (1995). *From Mouse to Mermaid: The Politics of Film, Gender, and Culture*. Indiana University Press.
- Bowker, Lee H. (editor) (1998) *Masculinity and Violence. Research on Men and Masculinity*. Sage Publication.
- Brundson, Charlotte, Spiegel, Lynn. (Editors). (2008). *Feminist Television Criticism: A reader*. McGraw-Hill-Open University press.
- Clover, Carol J. (1992) *Men, Women, and Chainsaws: Gender in the Modern Horror Film*. Princeton University Press.
- Coroteau, David and Hoynes, William (2001). *The Business of Media: Corporate Media and the Public Interest*. Pine Forge Press.
- Craig, Steve (Eds). (1992). *Men, Masculinity and the Media: Research on Men and Masculinity Series*. Sage Publications.
- Dines, Gail, Humez, Jean M. (Editors). (2011). *Gender, Race, And Class in Media: a critical reader*. (3rd, edition). Sage publication.
- Galliano, Grace (2003). *Gender Crossing Boundaries*. Thomson & Wadsworth.
- Hanson, Janice, and Maxcy, David J. (1999). *Sources: Notable Selections in Mass Media*. (Second Edition) Dushkin/McGraw-Hill
- Kolker, Robert. (1999). *Film, Form, and Culture*. McGraw-Hill.
- McKay, Jim, Messner, Michael A. and Don Sabo (editors) (2000). *Masculinities, Gender Relation, and Sport*. Research on Men and Masculinity. Sage Publication.

Mulvey, Laura (1989). *Visual and Other Pleasures*. Indiana University Press.
 Rapping, Elayne (1994) *Media-tions: Forays into the Culture and Gender Wars*. South End Press.
 Rollins, Peter C. and Susan W. Rollins. (Editors) (1995). *Gender in Popular Culture: Images of Men and Women in Literature, Visual Media, and Material Culture*. Ridgemont Press.
 Shaw, Susan M., Lee, Janet (2015). *Women's Voices Feminist Visions: Classic and Contemporary Readings*. McGraw-Hill.

M. **EQUIPMENT:** Technology Enhanced Classroom / Learning Management System

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 pornography.
4. Sex education and the mass media
5. Hate speech and the debate over rap music.
6. The Right to Life vs. Choice-Abortion Dilemma.