**MEDIA, WOMEN AND POLITICS OF GENDER**

**Capsule Statement:**

This course is designed with the purpose of analyzing how women and gender issues are represented in mainstream media. Drawing on psychoanalytic critiques, this course opens a discourse on how media projects the agenda of patriarchy by stereotyping of women through print and electronic media. The students are encouraged to assess how this objectification is internalized by women and how it shapes their self-image. Thus, this course examines and evaluates how media’s portrayal of women could be used either for the empowerment of women and creating the process of democratization of the society or for solidifying patriarchal concepts of power and authority. Finally, this course is meant to be used as a tool for creating social change by projecting needs for political action.

#### Objectives:

After the completion of this course, students will be able to

* To develop a critical assessment of media portrayals of women and gender issues
* To study the influence of media on women
* To assess the media regulation policy regarding women and gender issues

#### Contents:

1. **Overview of media: mass media and its functions and utility**
   1. Types of Mass media; Print and electronic media
   2. Role of mass media; to educate, entertain, and inform
   3. Influence of media in opinion making and attitudinal change
   4. Cultural norms and media
   5. How media images affect socialization
   6. Cultivation theory and social construction of reality

#### Feminist perspectives and Media Theories

* 1. Effects Theory
  2. Uses and Gratifications Approach
  3. Reception Thoery

#### Gender Discrimination

* 1. Stereotypical representation of Women in Media (International, regional and national perspective: greater emphasis on South Asian regional perspective)
  2. Effects of media in gender discrimination on society
  3. Content analysis of gender discrimination in media
  4. Women’s criticism of media
  5. Cultural feminist perspective (Pakistani and Islamic perspective)

#### Women as Media audience

* 1. Concept of media audience
  2. Women as consumer of media (Process of identification with glamorous characters, conflict of real self and ideal self, impact of Beauty pageants)
  3. Women’s influence on media contents as media audience (media catering to women’s needs or media creating needs for women)

#### Women in print and electronic media; Women’s portrayal in the mass media

1. **Women in Advertising**
   1. Analysis of the portrayal of women in advertisement
   2. Impact of Women’s portrayal in advertisements on society
   3. Affects of media image

#### Information communication technology and women

* 1. Cyber feminism
  2. Women in Cyberspace
  3. Impediments in women using ICTs
  4. Gender discrimination and sexual harassment in Cyber space

1. Laws and ethics applying to portrayal of women in media
   1. Censorship
      1. A deterrent or a destruction tool
      2. Media literacy; change and advocacy

#### Suggested Readings:

Banaji, Shakuntala. (2010). *South Asian media cultures: audiences, representations, contexts*.

London: Anthem Press.

Barrie, G., & W. Maggie. (2005). *The Media and body image: if looks could kill*. London: Sage. Byerly, Carolyn M., and Karen Ross. (2006). *Women and media: a critical introduction*.

Malden, MA: Blackwell.

Carter, Cynthia, and Linda Steiner. (2004). *Critical readings: media and gender*. Maidenhead: Open University Press.

Dines, Gail, and Jean McMahon Humez. (1995). *Gender, race, and c lass in media: a t ext- reader*. Thousand Oaks, Calif: Sage.

Frith, Katherine Toland, and Kavita Karan. (2008). *Commercializing women: images of Asian women in the media*. Cresskill, N. J.: Hampton Press.

Malik, Maha, and Neelam Hussain. (1996). *Reinventing women: representation of women in the media during the Zia Years*. Lahore: Simorgh Women's Resource and Publication Centre.

Pervez, S., Jamil S., Y. Shamim. (1984). *Analysis of Mass Media Appealing to Women*. Psychological Research Monograph 8. National Institute of Psychology. Islamabad.

Rider, E. A. (2000). *Assigning Roles to Women. Our Voices: Psychology of Women*.

Shaheen, Fauzia. 2008. *Glass ceiling: empowerment of women through media.*

Karachi: Women Media Centre Pakistan.

Woods, Julia T. (1996). ‘*Gendered Media: The Influence of Media on Views of Gender’*, in Gorham, J. (Eds.) Mass Media 96/97. Guilford: Dushkin Publishing Group/Brown & Benchmark Publishers pp. 23-32.

Zoonen, L. V.(1996). *Feminist Media Studies*. London: Sage.