



BS (4 Years) for Affiliated Colleges

Code	Subject Title	Cr. Hrs	Semester
GS-308	Gender and Media	3	VI
Year	Discipline		
3	Gender Studies		

The course focuses on the core concept and effects of mass media with special reference to gender. It is designed to enable the students to have an understanding of function of mass media with its diverse interplays. It also teaches a critical perspective in terms of opportunities as well as challenges media has posed for gender in the contemporary period.

Course Contents

Introduction to Mass Media

- Historical Development
- Classification and Functions

Theoretical Understanding of Mass Media

- Content Theories
- Effect Theories
- Feminist Perspective

Media, Power and Society

- Socialization and Identity
- Social Change
- Feminist Movements

Gender Portrayal in Print Media

- English Newspapers
- Urdu Newspapers
- Magazines

Gender Portrayal in Electronic Media

- News and Talk Shows
- Advertisements
- Dramas and Movies
- Children Programs and Cartoons
- Social Media

Gender and Media in Pakistan: Ethical Aspect

- PEMRA
- Laws and Authorities related to Print Media
- Laws and Authorities related to Electronic Media

Media in Gender Development

- National and International Perspective

Employment Patterns in Media Organizations

- Situation in the Past
- Current Trends

Basic Readings:

- Karen Ross (2012). **Gendered Media: Women, Men and Identity Politics**. Lanham: Rowman & Little field Publisher
 - Karen Ross (2012). **The Handbook of Gender, Sex and Media**. USA: Wiley-Blackwell
 - Rohit Chopra and Radhika Gajjala ed. (2011). **Global Media, Culture, and Identity: Theory, Cases and Approaches**. New York. Routledge
 - Mary Kosut (2012). **Encyclopedia of Gender in Media**. California :Sage
 - Anjumzia (2007). **Media and Gender: Pakistani Perspective**. Available online
 - Julia T. Wood (n.d). **Gendered Media: the Influence of Media on Views of Gender**. Available on Internet
 - Joke Hermes (2007). **Media Representation of Social Structure: Gender**. Available on Internet
 - Tayyebeh and Datis (2013). **Construction of Social Identity in Social Media: An Investigation of Iranian Users' Appearance in Facebook**. *Interdisciplinary Journal of Contemporary Research in Business*; vol (4). No. 12
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