Department of Gender Studies

University of the Punjab, Lahore
Course Outline

Program	BS Gender Studies	Course Code	GS-134	Credit Hours	3
Course Title	**Gender and Media**				

Course Introduction
This course explores the complex relationship between gender and media. It examines how media representations of gender shape cultural perceptions and individual identities. Through critical analysis of various media forms—including film, television, advertising, social media, and news—students will learn to identify and critique gender stereotypes, biases, and roles. The course also considers the impact of intersectionality, addressing how race, class, sexuality, and other factors intersect with gender in media portrayals.

Learning Outcomes
On the completion of the course, the students will: • Understand key concepts and theories related to gender and media. • Analyze media representations of gender across different platforms and genres. • Explore the historical and cultural contexts of gender portrayals in media. • Critically evaluate the impact of media on gender identity and societal norms. • Examine the role of intersectionality in media representations of gender.

Course Content		Assignments/Readings
Week 1	**Unit I-** Introduction to Gender and Media Key concepts: gender, sex, media, representation Early Media Representations of Gender (Pre-20th Century) Gender in Early Film and Cinema (Late 19th - Early 20th Century)	Chapter 1, 2 & 3 Gauntlett, D. (2008). Media, gender and identity: An introduction (2nd ed.). Routledge.
	Gender and Hollywood The star system and gender stereotypes	DeCordova, R. (2003). The emergence of the star system in

	Female archetypes: the femme fatale, the ingénue Male archetypes: the hero, the anti-hero	America. In Stardom (pp. 17-29). Routledge.
Week 2	The Rise of Television and Gender Gender roles in early TV shows and sitcoms Representation of women in domestic roles Impact of television on family dynamics and gender expectations	Douglas Vavrus, M. (2002). Domesticating patriarchy: Hegemonic masculinity and television's" Mr. Mom". Critical Studies in Media Communication, 19(3), 352-375.
	Unit-II Feminist media theory Definition and scope of feminist media theory Historical development of feminist media critique Feminist critique of media representations	Kennedy, A. K. (2018). The affective turn in feminist media studies for the twenty-first century. Feminist approaches to media theory and research, 65-81.
Week 3	Changes in media portrayals of women The impact of feminist media on popular culture	Kennedy, A. K. (2018). The affective turn in feminist media studies for the twenty-first century. Feminist approaches to media theory and research, 65-81.
	The Male Gaze Concept and origin of the male gaze (Laura Mulvey) Impact of the male gaze on media representations of women	Oliver, K. (2017). The male gaze is more relevant, and more dangerous, than ever. New Review of Film and Television Studies, 15(4), 451-455.

	The Public and Private Spheres	
Week 4	Media representations of women in domestic roles vs. public roles The dichotomy between the public and private spheres in media narratives Feminist critiques of this dichotomy	Zubair, S. (2020). Development narratives, media and women in Pakistan: Shifts and continuities. In Graphic Novels and Visual Cultures in South Asia (pp. 18-31). Routledge.
	Intersectionality in Feminist Media Theory Intersectional analysis of gender, race, class, and sexuality in media	Lünenborg, M., & Fürsich, E. (2014). Media and the intersectional other: The complex negotiation of migration, gender, and class on German television. Feminist media studies, 14(6), 959-975.
Week 5	Postcolonial Feminist Media Critique Examining media through a postcolonial feminist lens Representation of women in postcolonial contexts	Kerner, I. (2017). Relations of difference: Power and inequality in intersectional and postcolonial feminist theories. Current Sociology, 65(6), 846-866.
	Critiques of Western-centric feminist media analysis	-do-
Week 6	**Unit-III** Gender and Digital Media (2000s-Present) The role of the internet in shaping gender identities Social media platforms and gender performance	Sharma, A., Wairagade, N., Reddy, D. L., Mamoria, P., & Kishore, P. N. (2024). Social media and identity formation: examining the impact on contemporary society. Journal of Research Administration, 6(1).

	The impact of digital influencers on gender perceptions	
	Feminist Media and Technology The impact of digital technology on feminist media analysis Online spaces and digital activism The role of social media in feminist movements	Henry, N., Vasil, S., & Witt, A. (2022). Digital citizenship in a global society: a feminist approach. Feminist Media Studies, 22(8), 1972-1989.
Week 7	**Unit-IV** Body Politics and Media Feminist critiques of body image and beauty standards in media Representation of diverse body types and sizes Case studies: Body positivity movements, fashion industry	Bordo, S. R. (2020). The body and the reproduction of femininity: A feminist appropriation of Foucault. In The New Social Theory Reader (pp. 207-218). Routledge.
	Sexuality and Media Feminist critiques of media portrayals of sexuality Representation of female desire and sexual agency	Durham, M. G. (2018). Girls, media, and sexuality: The case for feminist ethics. Feminist approaches to media theory and research, 83-91.
Week 8	Gender in Advertising Over Time	Tsichla, E. (2020). The changing roles of gender in advertising: past, present, and future. Contemporary Southeastern Europe, 7(2), 28-44.

	Evolution of gender roles in print and television ads The rise of the "superwoman" and "metrosexual" in advertising Critiques of advertising's impact on gender norms	
	Feminist Media Production Women in media production roles (directors, producers, writers) Challenges and successes of women in the media industry	Krijnen, T., & Van Bauwel, S. (2021). Gender and media: Representing, producing, consuming. Routledge.
Week 9	**Unit V** Gender and Children's Media Analysis of gender roles in children's TV shows, movies, and books Impact of gendered media on children's identity formation and development	Lemish, D. (2013). Boys are… girls are…: How children's media and merchandizing construct gender. In The Routledge Companion to Media & Gender (pp. 179-189). Routledge.
	Gender and Sports Media Representation of male and female athletes in media Coverage disparities between men's and women's sports The impact of media portrayals on public perceptions of gender and athleticism	McClearen, J. (2018). Introduction: Women in sports media: New scholarly engagements. Feminist Media Studies, 18(5), 942-945.

Week 10	Gender and Comedy Representation of gender in comedy shows and stand-up performances How humor reinforces or challenges gender stereotypes	Davies, H., & Ilott, S. (2018). Gender, sexuality and the body in comedy: Performance, reiteration, resistance. Comedy Studies, 9(1), 2-5.
	Gender and Reality TV Gender roles and stereotypes in reality television Impact of reality TV on viewers' perceptions of gender norms	Kavka, M. (2014). Reality TV and the gendered politics of flaunting. Reality gendervision: Sexuality and gender on transatlantic reality television, 54-75.
Week 11	**Unit VI** Gender and News Media Gender biases in news reporting and anchoring Representation of women and men in news media roles	Ross, K., & Carter, C. (2011). Women and news: A long and winding road. Media, Culture & Society, 33(8), 1148-1165.
	The role of female journalists and reporters Gender disparities in journalism careers and media coverage	Hanitzsch, T., & Hanusch, F. (2012). Does gender determine journalists' professional views? A reassessment based on cross-national evidence. European Journal of Communication, 27(3), 257-277.
Week 12	The #MeToo Movement and Media Tarana Burke and the inception of "Me Too" in 2006	Tahan, L. (2021). # MeToo Movement: A Sociological Analysis of Media Representations.

	The viral explosion in 2017 following Alyssa Milano's tweet Prominent Women's Voices and Experiences	
	Impact of #MeToo on Various Media Industries Legal and Policy Changes Post-#MeToo	
Week 13	Gender and Media Policy UNESCO's Gender-Sensitive Indicators for Media (GSIM)	
	European Union (EU) Audiovisual Media Services Directive (AVMSD)	
Week 14	Unit-VII Gender Representation in Pakistani Television Dramas Traditional vs. Modern Roles Stereotypes and Archetypes	Ahmed, S., & Wahab, J. A. (2019). Paradox of women empowerment: The representations of women in television dramas in Pakistan. International Journal of Academic Research in Business and Social Sciences, 9(10), 1-21.
	Gender and News Media in Pakistan	Adnan, M., Yousaf, Z., & Nawaz, M. B. (2019). Gender and Media in Pakistan: Representation of Women in Print and Electronic Media. Pakistan Journal of Social Sciences, 39(4), 1441-1452.
Week 15	Gender Representation in Pakistani Advertising	Ali, A., Kumar, D., Hafeez, M. H., & Ghufran, B. (2012). Gender role portrayal in television advertisement: Evidence from Pakistan. Information

		Management and Business Review, 4(6), 340-351.
	Students Project Presentation	
Week 16	Students Project Presentation	
	Students Project Presentation	

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Textbooks and Reading Material

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Textbooks.

- Carter, C., Steiner, L., & McLaughlin, L. (Eds.). (2014). *The Routledge companion to media and gender*. Routledge.
- Gauntlett, D. (2008). Media, gender and identity: An introduction (2nd ed.). Routledge.
- Harp, D., Loke, J., & Bachmann, I. (Eds.). (2018). Feminist approaches to media theory and research. Springer.
- Krijnen, T., & Van Bauwel, S. (2015). Gender and media: Representing, producing, consuming. Routledge.

Suggested Readings

   a. **Books**

- Dines, G., & Humez, J. M. (Eds.). (2014). *Gender, race, and class in media: A critical reader* (4th ed.). SAGE Publications.
- Grønstad, A. (2021). *Rethinking Art and Visual Culture: Masculinity, Identity, and Representation*. Palgrave Macmillan.
- **Kandiyoti, D.** (2021). *Gendering the Global: Postcolonial Feminism and the Western Gaze*. Routledge.

   b. **Journal Articles/ Reports**

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Teaching Learning Strategies

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- Reading and discussion on selected texts
- Class discussion on gender and crime through lens of gender and feminist criminology
- Quick presentations and discussion in Week 15 and 16 on given topic

	Assignments: Types and Number with Calendar		

- Assignments: Week 1, week 6
- Quizzes: Week 3, week 12
- Group presentations and project submission: Week 15 and week 16

	Assessment		
Sr. No.	**Elements**	**Weightage**	**Details**
•	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
•	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
•	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.