



**Elective (DCE)  
MCJ21408DCE**

**Semester 4<sup>th</sup>  
Media and Gender**

**Course Objectives**

- To analyze texts in context of cultural and social identities, considering how reality is socially and discursively constructed by media
- To identify stereotypes in media portrayals

**Learning Outcome**

- Students shall be able to identify and analyze how gender affects the production of media and vice versa
- Students shall be sensitized in gender reporting and representation

**Unit I**

Gender: Concept and definition

Gender roles, identity

Gender norms, relations

Perspectives of Gender: Sociological, psychological and cultural constructions of gender

**Unit II**

Gender, society and media: An overview

Portrayal of Gender in Television

Portrayal of Gender in Films

Portrayal of Gender in Print Media

**Unit III**

Gender discrimination and bias

Gender Sensitivity in media

UNESCO's Gender sensitive indicators for Media

Guidelines for Gender Sensitive Media Reporting

**Unit IV**

Gender Stereotyping and Media

Cultural sensibilities and media coverage

Deconstructing Gender myths

Case Studies

**Suggested Readings**

- Gauntlett, D. (2004). *Media, gender and identity: An introduction*.
- Kearney, M. C. (2012). *The gender and media reader*. New York: Routledge.
- Sinha, D., Dasgupta, S., & Cakrabarti, S. (2012). *Media, Gender, and Popular Culture in India: Tracking Change and Continuity*. Sage Publications.
- KRIJNEN, T. O. N. N. Y. V. A. N. B. A. U. W. E. L. S. O. F. I. E. (2021). *GENDER AND MEDIA: Representing, producing, consuming*. S.I.: ROUTLEDGE.
- Gill, R. (2015). *Gender and the Media*.
- Grizzle, A. (2012). *Gender-sensitive indicators for media: Framework of indicators to gauge gender sensitivity in media operations and content*. Paris: UNESCO.

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**Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)**