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MODULE DESCRIPTOR

Module Title

Women And The Media

Reference	BS4276	Version	7
Created	July 2017	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

Aims of Module

To examine the construction of women's identities in the media and women's interventions to change such representations.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Evaluate the application of some of the methodologies used within feminism for the analysis of representations of women in the media.
- 2 Examine constructions of gender, sexuality and femininity in representations of women in both 'high art' and popular culture.
- 3 Evaluate both media representations of women and women's interventions to change the media.

Indicative Module Content

Representations of women in the media; the construction of identity; women writers; popular culture representations - advertising, TV, film, women's magazines; media stereotypes; pornography and censorship; beauty and body images; sexual violence and the media; media coverage of women's issues; media and girls - 'girl power'; women working in the media.

Module Delivery

Lectures, seminars and tutorials; guided self-study.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3
 Description: Individual Portfolio Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 BYERLY, C.M. and ROSS, K., 2006. *Women and media: international perspectives*. Oxford: Blackwell Publishing. *ebook*
- 2 GILL, R., 2011. *New femininities*. London: Palgrave Macmillan.
- 3 GOUGH-YATES, A., 2003. *Understanding women's magazines*. London: Routledge. *ebook*
- 4 MCROBBIE, A., 2009. *The aftermath of feminism*. London: Sage.
- 5 RIVERS, N., 2017. *Postfeminism and the arrival of the Fourth Wave: Turning Tides*. Cham, Switzerland: Palgrave Macmillan.
- 6 SAVIGNY, H., 2015. *The Politics of Being a Woman: Media and 21st Century Popular Culture*. Basingstoke: Palgrave Macmillan.
- 7 PEDERSEN, S., 2017. *The Scottish Suffragettes and the Press*. Basingstoke: Palgrave Macmillan.