

MODULE DESCRIPTOR

Module Title

Women And The Media

Reference	CB4276	Version	2
Created	February 2024	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	April 2024	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. The module aligns with the United Nations Sustainable Development Goal 5: Gender Equality and Women's Empowerment. It engages students with UNESCO's Education for Sustainable Development competencies such as Critical Thinking, Systems Thinking, and Self-awareness in terms of reflecting on one's own values and place in the world, questioning deeply ingrained patriarchal systems, norms, practices and opinions, and taking a position in the sustainability discourse when it comes to the need to end gender discrimination and gender-based violence.

Module Delivery

Lectures, seminars and tutorials; guided self-study.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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 calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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.