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MODULE DESCRIPTOR

Module Title

Women And The Media

| | | | |
|-----------|--------------|-------------|---------|
| Reference | CB4276 | Version | 1 |
| Created | January 2020 | 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 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.