



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Gender and Media							
Course Code		KAD515		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Examine gender based on conceptual approaches and reveal how it was built. to consider the role of media in the production of gender. To analyze the gender representations and sexist policies of the media with a study is among the objectives of the course.							
Course Content		Mediums such as television, print media and social media are examined based on feminist theories and popular narrative genres are examined within the scope of gender-based discrimination. Female and male representations are analyzed on the basis of presentations in the media.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	Connell, R. W. (1998). Toplumsal Cinsiyet ve İktidar. Çev. Cem Soydemir. İstanbul: Ayrıntı.
2	Zoonen, Liesbet van. (1996). "Medyada Feminist Yaklaşımlar". Der: Süleyman İrvan. Medya Kültür Siyaset. 1. Basım. Ankara: Ark.
3	Oskay, Ünsal. (2000). Kitle İletişiminin Kültürel İşlevleri. İstanbul: Der Yay.
4	Kolektif. (2006). Frankfurt Okulu. Ed. H. Emre Bağce. İstanbul: Doğu-Batı
5	Bourdieu, Pierre. (2014). Eril Tahakküm. İstanbul: Bağlam.

Week	Weekly Detailed Course Contents	
1	Theoretical	What is Gender?
2	Theoretical	Gender As A Theory
3	Theoretical	Gender Researches
4	Theoretical	Feminist Theories and Media Relations
5	Theoretical	Media Content Analysis: Analysis of Gender
6	Theoretical	Media Content Analysis: Analysis of Gender
7	Theoretical	Midterm
8	Theoretical	Discourse and Ideology in Media
9	Theoretical	Frankfurt School
10	Theoretical	Cultural Studies School
11	Theoretical	Theory of Masculine Dominance from Bourdieu
12	Theoretical	Presentations
13	Theoretical	Presentations
14	Theoretical	Presentations
15	Theoretical	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	3	60
Assignment	1	8	2	10
Reading	5	0	2	10
Midterm Examination	1	18	2	20



Final Examination	1	21	4	25
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to gain the knowledge of the concept of gender.
2	To be able to have the basic approaches, research techniques and methods to examine women's identity.
3	To be able to analyze the reflections of gender-related segregation in the media.
4	To be able to evaluate the field of women and gender with a questioning approach
5	To be able to find an original research topic in the context of gender and media, do appropriate research and report in accordance with academic rules

### Programme Outcomes (Women's Studies Interdisciplinary Master)

1	To obtain the knowledge of the basic concepts and approaches of Women's Studies.
2	To be able to follow the national and international literature in the field of Women's Studies.
3	To apply the knowledge and skills acquired in the program to daily life and develop sensitive to related issues.
4	To transfer the accumulated knowledge and experience in the field of Women's Studies to further academic works.
5	To uphold academic research methods and ethic criteria in the all academic production.
6	To understand the diverse cultures and traditions concerning gender.
7	To acquire a critical view towards the world, society, and oneself.
8	To be able to see the multiplicity of feminism as a theoretical and practical activity and to proceed towards a clear and distinct conception through a critical view within that multiplicity.

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1
P1	4
P2	4
P3	5
P4	5
P5	4
P6	4
P7	5
P8	5

