SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

**Ready for
Every Good Work**

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A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987
Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

Sacred Heart College (Autonomous), Tirupattur District

1.2.1 List of New Courses

Department: MA English

S.No	Course Code	Course Name
1.	EN914B	Gender and Mass Media

Gender and Mass Media

Semester - III   **Hours: 6**

Sub. Code: EN914B

       Credits:3

Objectives of the course

- To familiarize the students with the notion of gender and its operation in society.
- To assist the students to look at stereotypical representation of women in the media andequip them to critique them.

Unit - I
Definition of gender, difference between sex and gender, Gender and Language

Unit - II
Feminist terminology, stereotyping, patriarchy, silencing, marginalisation, etc.

Unit - III
Male Gaze, Feminist film criticism, thematic and semiotic analysis etc.

Unit - IV
Various forms of mass media. Print media, radio, visual, new media- internet, feminism and cyber space, texting, SMS and cell phone usage.

Unit - V
Influence of media in society, patriarchy in operation, use of feminist methods for critiquing media representation, practice sessions.

Reference Books
1. Dines, Gain and Jean M. Humez. Gender, Race and Class in Media. Sage: 1994.
2. Goffman, Erving. Gender and Advertisement. Harpet and Row: New York, 1976.
3. Laura, Mulvey. "Visual Pleasure and Narrative Cinema". Screen 16.3 Autumn 1975.
4. Macdonald, Myra. Representing Women. London: Arnold, 1995.
5. Van Zoonen, Lisbet. Feminist Media Studies.New Delhi; Sage, 1994.
6. Usha, V.T. Gender, Value and Signification. KRPLLD, CDS, 2003.
7. Thakur B.S., Binod. C.Agarwal. Media Utilisation for the Development of Women and Children. New Delhi: Concept, 2004