

# GENDER AND MEDIA

## Sally Cloninger's Seminar Group

Office: Com 305 Phone: 867.6059

Website: <http://academic.evergreen.edu/curricular/genderandmedia>

Class meetings: WEDNESDAYS 9:00-12:00

THURSDAYS 10:00-4:00

FRIDAYS 10:00-4:00

Refer to schedule below. Class locations will vary depending upon activity.

WEEK	WEDNESDAY	THURSDAY	FRIDAY
1 4/4-6	<p><b><u>SEM 2 C1105</u></b></p> <p>Centering. -Syllabus and Covenant</p> <p>Gender aptitudes –H What is media literacy?- S Film excerpt: <i>Production Notes: fast food for thought</i> (Jason Simon, 1987, 15m)</p>	<p><b><u>COM 308</u></b></p> <p><b>AM:</b> Student introductions. -Introduction to Digital Video and Palmcorder proficiencies</p> <p><b>PM:</b> Gender Image camera exercise and playback <u>Reading for Session</u> <b><i>Shot by Shot 52-68; 141-155</i></b></p>	<p><b><u>COM 308</u></b></p> <p><b>AM:</b> Centering. Playback: Gender Image Camera Techniques: Composition, Framing, Continuity <b>PM:</b> Seminar: Self Representation Assign Gender Performance 1 (due Thursday April 12) Storyboard exercise</p>
2 4/11-13	<p><b><u>SEM 2 C1105</u></b></p> <p>Centering. -Identity development (Who are you?)-H</p> <p>Film Screening-S <i>Girl Power</i> (Sadie Benning, 1992, 15m) <i>The Smell of Burning Ants</i> (Jay Rosenblatt, 1994, 21m)</p>	<p><b><u>COM 308</u></b></p> <p><b>AM:</b> Centering -Playback and Critique: Gender Performance 1 <b>DUE GENDER PERFORMANCE 1</b> <b>PM:</b> Media Literacy: Working with Media Formats Transfer station workshop</p>	<p><b><u>COM 308</u></b></p> <p><b>AM:</b> Centering Editing Fundamentals: Lecture and Screening <u>Reading: <i>Shot by Shot 68-97</i></u></p> <p><b>PM SEM 2 C1105 1:00 Introduction to Media Analysis-S</b> Whole class <u>Read and bring: Hotzman essay</u></p>
3 4/18-20	<p><b><u>SEM 2 C1105</u></b></p> <p>Centering -Impact of thinking styles on identity construction -Intrapersonal communication -Perception-H</p> <p>Film: <i>Gender Communication</i> (Dave Archer, 42n)</p>	<p><b><u>COM 320</u></b></p> <p><b>AM:</b> Centering -Student introductions. -Media and gender research <u>Reading</u> <b>C &amp; S; p. 11-30 &amp; chap.12</b> -Learning theories</p> <p><b>PM:</b> Seminar COM 320/307 <u>Readings for Seminar</u> <b>G; chapters. 1 &amp; 2</b> <b>C &amp; S; chapters 1 &amp; 8</b></p>	<p><b><u>SEM 2 C1105</u></b></p> <p><b>AM:</b> Centering. -Sex and gender -Gender assignment -Gender-role -Gender-identity -Gender attribution <b>PM:</b> Seminar &amp; experiential learning <u>Readings for Seminar</u> <b>G; chapter 10</b> <b>C &amp; S; chapters 16 &amp; 17</b></p>

<p>4 4/25-27</p>	<p><b><u>SEM 2 C1105</u></b> Centering -Stereotypes gender, race, class, age, sexual orientation, region, disability, language, religion, etc.-H  <i>Into Focus: Changing Media Stereotypes of Women in Asia</i> presentation-S</p>	<p><b><u>COM 320</u></b>  <b>AM:</b> Centering -Multiple identities  <b>PM:</b> Seminar <b>COM 320/307</b> <u>Readings for Seminar</u> <b>G; chapters 4, 5, &amp; 6</b> <b>C &amp; S; chapters 6 &amp; 14</b> <b>Kimmel* (p. 214-232)</b></p>	<p><b><u>SEM 2 C1105</u></b> <b>AM:</b> Centering -Advertising and gender (Video: Killing us softly) <u>Reading</u> <b>G; p. 75-81 &amp; 102</b> <b>C &amp; S; chapter 3</b> <b>Scott* (p. 233-237)</b> <b>PM SEM 2 C1105 1:00</b> <b>MEDIAWATCH project</b> <b>introduced.-S</b> <u>Whole class</u> <u>Reading: C &amp; S Ch. 2 and 8</u> Clips from Mass Media</p>
<p>5 5/2-4</p>	<p><b><u>SEM 2 C1105</u></b> Centering Humor and gender-S  <u>Gender Typing exercise</u>  <b><u>MEDIAWATCH GROUPS</u></b> <b><u>ANNOUNCED</u></b>  <b>DUE: LEARNING</b> <b>SUMMARY PAPER</b> <b>(9:00 AM)</b></p>	<p><b><u>LIB 1404</u></b>  <b>AM:</b> Centering Digital Editing: FCP Basics workshop: MML <u>Reading: <i>Shot by Shot</i> 98-107</u>  <b>PM</b> Log and Capture assignment Assign: Gender Performance 2 Design and pre-production meetings</p>	<p><b>Various Locations</b>  <b>AM:</b> All day: Shoot Gender Performance 2 project Teams of Four</p>
<p>6 5/9-11</p>	<p><b><u>SEM 2 C1105</u></b> Centering Student Presentations: Mediawatch research project proposals  10 groups  Project outline due</p>	<p><b><u>LIB 1404</u></b> <b>AM:</b> FCP workshop cont.: titling, transitions, importing audio <b>PM:</b> Assisted work session for Gender Performance 2 project MML</p>	<p><b><u>LIB 1404</u></b> <b>AM:</b> Assisted work session for Gender Performance 2 project MML  <b>PM: <u>COM 308</u></b> 1:00 Gender Performance 2 Project due! Critique and discussion</p>
<p>7 5/16-18</p>	<p><b><u>SEM 2 C1105</u></b> Centering Gender Resistance-H  Video: <i>The Strength to Resist: Media's Impact on Women and Girls</i> (33m)</p>	<p><b><u>COM 320</u></b> <b>AM:</b> Centering -Identity development and consumerism (students' reports from media watch)  <b>PM:</b> Seminar <b>COM 320/307</b>  <u>Readings for Seminar</u> <b>G; chapters 8 &amp; 9</b></p>	<p><b><u>SEM 2 C1105</u></b> <b>AM:</b> Centering -Pornography and identity construction (Video: <i>American Porn</i>) <u>Readings</u> <b>C &amp; S; chapter 13</b> <b>Kats * (p. 247-251)</b> <b>PM:</b> Seminar &amp; lecture -Are health and sickness gendered? <u>Readings for seminar</u></p>

		<i>C &amp; S; chapters 7 &amp; 11</i>	<u>Lorber; chapters 2, 3, 4, &amp; 5</u>
8 5/23-25	<u>SEM 2 C1105</u> Centering -Integration: What have you learned about gender and media?	<u>COM 320</u>  AM: Centering Workshop on silent gender rules  PM: Seminar <u>COM 320/307</u> <u>Readings for Seminar C &amp; S; chapters 4, 5, &amp; 9</u>	<u>SEM 2 C1105</u> AM: Centering -Non-binary thinking -Feminist theory PM: Seminar <u>Readings for Seminar G; chapter 7</u> <i>Lorber; chapter 6 hooks*(p. 238-240</i> <i>Law* (p. 254-255)</i> <i>Steinen* (p. 256-260)</i> <i>Blumenfeld* (p. 265-275)</i> <i>Deacon* (p. 290-292)</i> <i>Lees* (p. 305-306)</i>
9 5/30-6/1	-Prep for Mediawatch Presentations <b><u>DUE: LEARNING SUMMARY PAPER (9:00 AM)</u></b> -Group or individual conference with faculty <b>COM 305</b>	-Prep for Mediawatch Presentations  -Group or individual conference with faculty <b>COM 305</b>	-Prep for Mediawatch Presentations  -Group or individual conference with faculty <b>COM 305</b>
10 6/6-8	<u>SEM 2 C1105</u> Centering <u>Mediawatch Project Presentations</u>	<u>COM 308</u> Centering <u>Mediawatch Project Presentations</u>	<u>SEM 2 C1105</u> Centering <u>Mediawatch Project Presentations</u>
11 6/11-15	-Evaluation conferences Please bring faculty eval with you.	-Evaluation conferences Please bring faculty eval with you.	-Evaluation conferences Please bring faculty eval with you.

KEY TO READINGS:

G = Gauntlett, David. *Media, gender and identity: Introduction.*

C & S = Carter, Cynthia & Steiner, Linda. *Critical readings: Media and gender.*

Lorber, Judith. *Gender and the social construction of illness.*

\* = Articles from *Readings for diversity and social justice* edited by Adams, M, Blumenfeld, W. J., Castaneda, R., Hackman, H. W., Peters, M. A. and Zuniga, X.

Shot by Shot = Cantine, John, Susan Howard and Brady Lewis, 1998 3<sup>rd</sup> edition. *Shot by Shot A Practical Guide to Filmmaking.* Pittsburg: Pittsburg Filmmakers.

Holtzman=Holtzman, Linda, 2000. "Gender: In Pink and Blue and Vivid Color" in *Media Messages, What Film Television and Popular Music Teach Us About Race, Class, Gender and Sexual Orientation*, New York and London: M.E. Sharpe. pdf

**Requirements for full credit**

1. Full participation in all class activities (this means no absences unless documented by a written excuse from a doctor).

2. Timely attendance at program events (this means that no tardiness will be tolerated).
3. Timely execution of all assigned projects.
4. Successful completion of Mediawatch final project.
5. Evaluation Conference, written self evaluation, and evaluation of faculty.

### **BOOK LIST**

Cantine, John, Howard, Susan, & Lewis, Brady. (1998). *Shot by Shot: A practical guide to filmmaking*. (3rd ed.). Pittsburg: Pittsburg Filmmakers.

Carter, Cynthia & Steiner, Linda. (2004). (Eds.). *Critical Readings: Media and Gender*. Maidenhead, England: Open University Press.

Gauntlett, David. (2002) *Media, Gender and Identity: Introduction*. NY: NY: Routledge.

Lorber, Judith. (2000). *Gender and the Social Construction of Illness*. Walnut Creek, CA: Altamira Press.

and selected reprints. (available on line at our website).

### **Credit Distribution**

- 4 – Critical Media
- 4 – Media and Identity Development
- 4 – Media Watch Project
- 4 – Gender Studies