Semester IV (Soft Core 6)
ENS 558: GENDER AND MEDIA

• Soft Core 4 Credits (4 lectures and one tutorial)
• End semester Examination 70 Marks
• Internal Assessment 30 Marks – Tests/Assignments/Class Reports

LEARNING OBJECTIVES:
The course seeks to

- Introduce key theories and methods of studying gender, media, power and social identities
- Examine the role of media in constructing gender and its intersections with region, religion, caste, class, race and ethnicity
- Address the role of new media technologies in challenging and /or reaffirming traditional constructions of gender
- Develop critical thinking, writing, and analytical skills
- Introduce students to digital media content creation
- Introduce students to concepts such as Social Media Optimization (SMO), Social Media Marketing (SMM), and Search Engine Optimization (SEM)

COURSE OUTCOME:
After successfully completing this course, students will

- Have a nuanced understanding of theories of gender and media
- Understand the impact of media on the gendering process
- Understand how gender, race, sexuality, class, national/regional culture, and social structures interact
- Be able to critically analyse media constructions of gender
- Be familiar with the conceptual categories within media studies and gender studies

ENH 558: Gender and Media

SECTION A

Key concepts: Gender

1. Social construction of gender
2. Gender performativity
3. Intersectionality

Essays:

1. "Doing gender" by Candace West and Don H Zimmerman
2. "Caste and Gender: Understanding the Dynamics of Power and Violence" by Vasanth Kannabiran and Kalpana Kannabiran

SECTION B

Key concepts: Media and Representation

1. Types of Media
2. Representation
3. Stereotyping

Essays:

1. "Encoding/decoding" by Stuart Hall
2. "Medium is the Message" by Marshall McLuhan
3. "In Plato's Cave" by Susan Sontag in *On Photography*

SECTION C

Key concepts: Digital Media

1. Web 2.0
2. Participatory media
3. Fan culture

Essays:

1. "An Introduction to the information age" by Manuel Castells
2. "Media, diversity and emergence of the cyberqueer in India" by Rohit K Dasgupta
3. "Pornography of place: Location, leaks and obscenity in Indian MMS porn video" By Anirban K Baishya

SECTION D

1. Internet Memes/Trolls
2. *Her* (2014)
3. Instagram reels and YouTube shorts
4. Facebook
5. Blogs and Vlogs

Prescribed Texts:

Baishya, Anirban. "Pornography of Place: Location, Leaks and Obscenity in the Indian MMS Porn Video." *South Asian Popular Culture*, vol. 15, July 2017, pp. 1–15, https://doi.org/10.1080/14746689.2017.1351089.

Castells, Manuel. "An Introduction to the Information Age." *City*, vol. 2, no. 7, May 1997, pp. 6–16, https://doi.org/10.1080/13604819708900050.

Dasgupta, Rohit K. "Media, Diversity and Emergence of the Cyberqueer in India." *Digital Queer Cultures in India*, Routledge India, 2017.
Hall, Stuart. "Encoding/Decoding" *Culture, Media, Language*, Routledge, 1980.
Her. Directed by Spike Jonze, Annapurna Pictures, Stage 6 Films, 2014.
Kannabiran, Vasanth, and Kalpana Kannabiran. "Caste and Gender: Understanding Dynamics of Power and Violence." *Economic and Political Weekly*, vol. 26, no. 37, 1991, pp. 2130–33. JSTOR.
Mulvey, Laura. "Visual Pleasure and Narrative Cinema." *Screen*, vol. 16, no. 3, Oct. 1975, pp. 6–18. *Silverchair*, https://doi.org/10.1093/screen/16.3.6.
West, Candace, and Don H. Zimmerman. "Doing Gender." *Gender and Society*, vol. 1, no. 2, 1987, pp. 125–51. JSTOR.

References:

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Burgess, Jean. *"All Your Chocolate Rain Are Belong to Us"?: Viral Video, YouTube and the Dynamics of Participatory Culture*. 2008, https://api.semanticscholar.org/CorpusID:128090935.
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Crenshaw, Kimberlè Williams. "Beyond Racism and Misogyny: Black Feminism and 2 Live Crew." *Words That Wound*, Routledge, 1993.
Dasgupta, Rohit K. *Digital Queer Cultures in India: Politics, Intimacies and Belonging*. Taylor & Francis, 2017.
Dawkins, Richard. *The Selfish Gene: 40th Anniversary Edition*. Oxford University Press, 2016.
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Fernandes, Leela. *Routledge Handbook of Gender in South Asia*. Routledge, 2014.
Fiske, John. *Understanding Popular Culture*. Routledge, 1989.
Gill, Rosalind. *Gender and the Media*. Polity Press, 2006.
Gray, Herman. "Black Masculinity and Visual Culture." *Callaloo*, vol. 18, no. 2, 1995, pp. 401–05. JSTOR.
Hall, Stuart, et al. *Representation: Cultural Representations and Signifying Practices*. SAGE Publications, 2024.
Hayles, N. Katherine. *How We Think: Digital Media and Contemporary Technogenesis*. University of Chicago Press, 2012.
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Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide*. NYU Press, 2008.
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Kuhn, Annette. *The Power of the Image: Essays on Representation and Sexuality*. Routledge, 2013, https://doi.org/10.4324/9781315003368.
Media Studies. Edinburgh University Press, 2009,