

Business Administration (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	NMC004		
Course Name:	Gender and Media		
Semester:	Spring		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Doç. Dr. HASAN GÜRKAN		
Course Lecturer(s):	Assoc. Prof. Dr. Hasan Gürkan		
Course Assistants:			

Course Objective and Content

Course Objectives:	The purpose of this course is to examine the role of media in constructing gender and its intersections with race, ethnicity, class, and sexuality. This course recognizes the importance of diversity in media industries and addresses the role of new media technologies in challenging and/or reaffirming traditional constructions of gender
Course	This course examines representations of race, class, gender, and sexual identity in the media. In

Content:	the course, the students will be considering issues of authorship, spectatorship, audience and the ways in which various media content (film, television, print journalism, advertising) enables, facilitates, and challenges these social constructions in society. Moreover, the students will examine how gender and race affects the production of media and discuss the impact of new media and digital media and how it has transformed access and participation, moving contemporary media users from a traditional position of readers to writers and/or commentators. Students will analyze gendered language and embodiment as it is produced online in blogs and vlogs, avatars, and in the construction of cyberidentities. The course provides an introduction to feminist approaches to media studies by drawing from work in feminist film theory, journalism, cultural studies, gender and politics, and cyberfeminism.
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Learning Outcomes

The students who have succeeded in this course;

- 1) Recognize diversity across audiences, content and producers of media
- 2) Identify stereotypes of gender, race, class, and sexual identity in media portrayals
- 3) Locate examples of framing, intersectionality, and symbolic annihilation in media
- 4) Analyze texts in context of cultural and social identities, considering how reality is socially and discursively constructed by media
- 5) Discuss media literacy in contemporary terms, in light of 21st century developments in online cultural production and new media
- 6) Understand key theories and methods of studying media, power, and social identities

Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to the course and discussion on 'Why Study Gender and Media?'	
2)	Sex/Gender and the Media: From Sex Roles to Social Construction and Beyond"	
3)	Feminist Perspectives on the Media	
4)	Feminist Perspectives on the Media / Assignment 1: Performing Gender	
5)	Gender in Media Industries (Media Organizations, Film Industry, Public Relations and Advertisement)	
6)	Gender in Media Industries (Media Organizations, Film Industry, Public Relations and Advertisement)	
7)	Men, Women, and Queer Individuals and Visibility in the Media	
8)	Men, Women, and Queer Individuals and Visibility in the Media / Assignment 2: Visibility	

9)	Gender and Representation	
10)	Gender and Representation	
11)	Bodies, Celebrity and Self-Branding	
12)	Discussions	
12)	Discussions	
12)	Discussions	
13)	Digital Culture: Gender and Online Self-Presentation	
14)	Gender and Online Activism	

Sources

Course Notes / Textbooks:	- David Gauntlett (2008), Media, Gender and Identity: An Introduction, Routledge. - Cynthia Carter and Linda Steiner (2004), Critical Readings: Media and Gender. Open University Press.
References:	Books, Articles, Films, TV series, and new media contents

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6
Program Outcomes						
1) Using other social sciences and mathematics, they have a broad and interdisciplinary perspective on business and management sciences.						
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2) They have knowledge and skills about different functions and interactions of the enterprise.						
3) They can use different theoretical approaches to understanding and solving various business problems.						
4) Being aware of the needs of society, they use business knowledge to meet these needs.						
5) They have knowledge deeply about current problems of Turkey and Global Business World's						
6) They can determine the objectives of the institution in which they are						

involved, taking into account the market needs and economic conditions.	1	2	3	4	5	6
Course Learning Outcomes						
7) They can solve complex business problems by using various statistical techniques and numerical methods and makes analysis by using statistical programs effectively.						
8) They can use a foreign language at least B1 General Level in terms of European Language Portfolio criteria according to the education level of a foreign language.						
9) They can develops teamwork, negotiation, leadership and entrepreneurship skills.						
10) They have the knowledge of universal ethical values, social responsibility awareness and sufficient level of labor law.						
11) They can identify the individual learning needs and carries out studies to correct them by developing positive attitudes about lifelong learning.						
12) They can express their ideas and solutions both written and orally, and if required they can present and publish them on both national and international platforms.						
13) They use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.						

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Using other social sciences and mathematics, they have a broad and interdisciplinary perspective on business and management sciences.	
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2)	They have knowledge and skills about different functions and interactions of the enterprise.	
3)	They can use different theoretical approaches to understanding and solving various business problems.	

4)	Being aware of the needs of society, they use business knowledge to meet these needs.	
5)	They have knowledge deeply about current problems of Turkey and Global Business World's	
6)	They can determine the objectives of the institution in which they are involved, taking into account the market needs and economic conditions.	
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Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Attendance	14	% 10
Homework Assignments	2	% 55
Final	1	% 35
total		% 100
PERCENTAGE OF SEMESTER WORK		% 65
PERCENTAGE OF FINAL WORK		% 35
total		% 100

Workload and ECTS Credit Calculation

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Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	14	3			42
Study Hours Out of Class	3	6			18
Project	3	9			27
Homework Assignments	2	10			20
Final	1	7			7
Total Workload					114