

**COURSE DATA****Data Subject**

|                      |                                      |
|----------------------|--------------------------------------|
| <b>Code</b>          | 33413                                |
| <b>Name</b>          | Gender policies and discourse theory |
| <b>Cycle</b>         | Grade                                |
| <b>ECTS Credits</b>  | 6.0                                  |
| <b>Academic year</b> | 2019 - 2020                          |

**Study (s)**

| <b>Degree</b>                              | <b>Center</b>                                       | <b>Acad. year</b> | <b>Period</b> |
|--|---|-------------------|---------------|
| 1301 - Degree in Audiovisual Communication | Faculty of Philology, Translation and Communication | 2                 | First term    |

**Subject-matter**

| <b>Degree</b>                              | <b>Subject-matter</b>               | <b>Character</b> |
|--|-------------------------------------|------------------|
| 1301 - Degree in Audiovisual Communication | 9 - Discourse, ideology and thought | Obligatory       |

**Coordination**

| <b>Name</b>                | <b>Department</b>                                |
|----------------------------|--|
| EL KETITI YAHMEDI, AOUATEF | 340 - Language Theory and Communication Sciences |

**SUMMARY**

Gender policies and theories of Speech proposes an approach to the evolution and the development of the critical theory and feminist studies of gender and its more outstanding contributions to the theory of speech, especially with regard to the textual production and audio-visual in today's society. It is designed to show how they are built and are reproduced gender identities through discursive practices and the various technological devices of the communication from the images passing through the spoken language and textual, reaching down to the audiovisual narrative.

From this perspective is to analyze how they interlock language, the image and the collective imaginary while speeches in the process of construction of identities and gender roles and how they contribute to the reproduction of stereotypes and social inequalities in different human cultures.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

1. Basic knowledge about the functioning of the various means of written and audiovisual media;
- 2 . Notions about stereotypes and gender biases and cultural;
- 3 . Basic computer skills to allow participation in virtual platforms interactive (Blog, web pages)

## OUTCOMES

### 1301 - Degree in Audiovisual Communication

- Familiarity of the state of the world, as well as its recent historical evolution, paying special attention to the major trends of contemporary thinking and their implication in the different political, financial and cultural parameters.
- Knowledge of the ideological determinants underlying the social roles articulating communication subjects and their discursive practices in different media, such as those that establish gender as a social technology, the prevailing ideologies in different cultures and the major schools, movements, trends and authors of contemporary philosophical thinking.
- Solidarity: a feeling of fellowship with the different individuals and peoples on the planet, support of sustainability, as well as knowledge of the major cultural trends in relation with individual and collective values and respect for human rights.

## LEARNING OUTCOMES

The results expected from the subject consist of allowing the students:

1. Develop a critical awareness of the ideological mechanisms that interfere with the construction of unequal gender roles in the different speeches communicative.
2. Gain a wider perspective on issues relating to gender relations that let you connect the local with the global and articulate the effects of the dominant discourses conveyed by the media on aboriginal realities.
3. Acquire theoretical tools and practices for the critical analysis of the speeches textual and audiovisual from a gender perspective.



## DESCRIPTION OF CONTENTS

### 1. Fundamental paradigms in feminist studies and gender studies

Submission of a brief historical overview of the theory feminist criticism, and some definitions of basic concepts relating to the system sex/gender proposals by Gayle Rubin. Explain how the gender constitutes a category of analysis rooted sociological and historical before addressing at the end the relationship between the theories feminist criticism and discourse theory.

### 2. Gender, ideology and filmic narration

- 1) A comparative approach to the concept of "ideology" in the approaches of Louis Althusser and Jean Baudrillard through the texts "The ideological apparatuses of the State" and "The magical thinking of ideology";
- 2) A definition of the concept of "technology of gender" proposal by Teresa Lauretis from your critical analysis to the notion of "Technology of the sex" by Michel Foucault.
- 3) An analysis of the relationship between gender and power in the narration through the reading of the texts visual pleasure and narrative cinema, (Laura Mulvey)

### 3. Gender and diegetization in mass culture

This paper analyzes the effects of the so-called "mass culture" on the construction of gender stereotypes. Addresses in particular the processes of objectification and alienation that generate some audiovisual products such as advertising discourse and the soap opera.

- The supporting text of this unit is "Women and cultural industries" by Michelle Mattelart.

### 4. Language and gender difference

From the analysis of the outstanding ideas that proposes Patrizia Violi participated in his book (the infinite singular) emphasizes the importance of language in the construction of the gendered representations of male and female roles. Analyzes the semantic dimension-linguistic of the concepts of "woman" and "Man" in different cultural contexts to demonstrate the historical character and social construction of gender identities through language. Addresses the issue of sexism in language and the challenges posed by today in the academic world, political and media.

### 5. Gender, space and cross-border identity decomposition

What are the joints between the local and the global posed by the theories of gender in studies of globalization? The changes they are undergoing human societies, increasingly interconnected through the globalization of the economy, the means of transport and new technology, posed new challenges that have disrupted the conventional perceptions of the identities of "culture" and "gender".

- Readings: Against geography of globalization, gender and citizenship in the transboundary circuits (Saskia Sassen)

**6. The construction of the "other" "gender" in the gaze ethnographic technical**

Explores how they are built the concepts of "center" and "periphery" in the gaze generated by the audiovisual speeches. Historically, and it is precisely from the first images and ethnographic documentary representation audiovisual of the "other cultures" has vehicled a hierarchical relationship that places the cultural differences in a power relationship between the author/from the gaze and the object of the gaze and that makes them dominant and dominated/a in this equation. When the same scheme applies to gender relations, shows the extent to which the eye of the goal can really project images of the "other" women in a universe abstract, indefinite and enigmatic. This is the construction of the exoticism as a category of identification of gender and culture whose effects are still very present in the collective imaginary, media discourse and the tourism industry.

Readings: Eyes on another woman in the ethnographic film (Cristina Vega Solis)

**7. Symbolic Order, gender and body in arab cultures**

This unit deals with the representation and the construction of gender in arab cultures. This is how the body of the individual becomes a platform discursive social with several symbolic signs that are translated through the clothing, gestures and religious rituals. Analyzes the relationship between the corporeity and the organization of the framework of space and time by taking the difference of gender as explanatory framework of social order.

**8. Strategies of visibility in the textual discourses and visual feminist non-western countries.**

How are expressed non-western women as voices and subject through his literary and artistic discourses? This unit aims to provide an idea on the outstanding contributions of some writers and film directors in Asia, Latin America and Africa, who have been able to offer a audiovisual or textual discourses about his vision of gender relations within their own societies

**WORKLOAD**

| ACTIVITY                                     | Hours | % To be attended |
|--|-------|------------------|
| Theory classes                               | 60,00 | 100              |
| Attendance at events and external activities | 4,00  | 0                |
| Development of group work                    | 4,00  | 0                |
| Development of individual work               | 6,00  | 0                |
| Study and independent work                   | 15,00 | 0                |
| Readings supplementary material              | 10,00 | 0                |
| Preparation of evaluation activities         | 5,00  | 0                |
| Preparing lectures                           | 20,00 | 0                |
| Preparation of practical classes and problem | 4,00  | 0                |
| Resolution of case studies                   | 7,00  | 0                |



|                                     |               |   |
|-------------------------------------|---------------|---|
| Resolution of online questionnaires | 15,00         | 0 |
| <b>TOTAL</b>                        | <b>150,00</b> |   |

## TEACHING METHODOLOGY

The process of formation of the subject has is eminently theoretical but also includes some practical activities that favor the processes of learning and understanding and implementation of the theoretical knowledge acquired.

The development of this matter will include the following training activities and its distribution would conform to the percentages that are detailed below:

### 1. Activities of presential nature (40 % of the time):

1.1 Masterclass: centered mainly in the general introduction to the field with the purpose of providing a general overview of the contents, the competences and skills that it intends to acquire, as well as the acquisition of conceptual delimitations more relevant and necessary.

1.2 Individual tutoring and group with the aim of the consultations, provide indications and resolve doubts of theoretical and methodological with respect to the subject matter.

### 2. Activities of autonomous character (60% of the time):

2.1 Consultation and study of the literature by students.

2.2. Preparation in group of the exhibition in the classroom along the lines suggested by the professor for the different phases of the process.

2.3 Development of the various phases of the work to submit.

2.4 Specific preparation of the final exam.

3. Participatory activities and exchange in a virtual platform (blog specific to the subject) created and driven by the student.

4. Group dynamics in class that consist in the analysis of some texts, magazines, or audiovisual works related to the content of the material.





## EVALUATION

The evaluation of the subject will consist of:

1. Assessment of group work (40 per cent of the note)
  - An assessment of the exhibitions in group in the classroom taking into account the quality of the content, the originality and creativity in the treatment of the topic addressed, and the form of exposure.
2. Theoretical examination at the end of the course (40 per cent of the note)
3. Valuation of the attitude of the students in the classroom (20 per cent of the note)
  - Participation in the dynamics of the classroom, for part of the student body, creativity and contribution.

## REFERENCES

### Basic

- Althusser, Louis. (2003). Ideología y aparatos ideológicos de estado. Buenos Aires: Nueva Visión.
- Baudrillard, Jean (1990). De la seducción, Ed. Rei, México.
- Colaizzi, Giuliana. (2007). Género y Tecnología. De la Voz Femenina a la Estilización del Cuerpo y Cine/tecnología: montaje y desmontaje del cuerpo In La pasión del significante, teoría de género y cultura visual. Biblioteca nueva, Madrid.
- Foucault, Michel. (1998). Historia de la sexualidad, Tomo 1: La voluntad de saber, Madrid, siglo XXI.
- Gayle, Rubin, (1986). "El tráfico de mujeres: Notas sobre la "economía política" del sexo", Nueva antropología, Vol.VIII, nº30, México.
- Mattelart, Michèle; Jordà, Joaquim. (1982). Mujeres e industrias culturales, Anagrama.
- Mulvey, Laura. (1975). Placer visual y cine narrativo. Episteme Ediciones. Madrid.
- Violi, Patrizia. (1991). El infinito singular, Coll feminismos.
- Sassen, Saskia. (2007). Contra geografía de la globalización, género y ciudadanía en los circuitos transfronterizos In, Una sociología de la globalización, Buenos Aires y Madrid, Katz Barpal Editores.

## ADDENDUM COVID-19

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**



**English version is not available**

