VNIVERSITAT DE VALÈNCIA

Course Guide
42822 Prevention and awareness-raising: common strategies across countries for eradicating gender-based violence

COURSE DATA

Data Subject	
Code	42822
Name	Prevention and awareness-raising: common strategies across countries for eradicating gender-based violence
Cycle	Master's degree
ECTS Credits	4.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
2130 - M.U. en Derecho y Violencia de Género 12-V.1	Faculty of Law	1	First term

Subject-matter

Degree	Subject-matter	Character
2130 - M.U. en Derecho y Violencia de Género 12-V.1	1 - Women, law and equality	Obligatory

Coordination

Name	Department
BELANDO GARIN, BEATRIZ	45 - Administrative and Procedural Law
VAZQUEZ VERDERA, VICTORIA	335 - Education Theory
VICENT LOPEZ, CRISTINA	50 - Civil Law

SUMMARY

Lesson 1 : Media and preventing violence against women.

1.1 . Media, culture industry : mechanisms for representing and reproducing society .

1. Two . Representation of gender and violence in the media .

1.3 . Report on violence: risk and challenges for social change . Eradicate violence from / in the media .

1.4 . Audiovisual regulation and self-regulation on equality and gender violence .

1.5. Recommended treatment and professional codes of gender violence in the media .

Lesson 2 : Advertising and the prevention of gender violence.

2.1. Advertising as a means of representing and reproducing society .

2.2 . Observatories Advertising .

2.3 . Regulation, Self-regulation and professional codes .

Lesson 3 : Awareness and response to gender-based violence education.

3.1 Functions that 1/2004 allocated to education.
3.2 Principles to guide educational action.
3.3 The contents of values, attitudes , self-esteem , coping with violence and conflict from a pedagogical perspective.
3.4 The officers involved in the violence prevention education gender : teachers , students and family.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

ADMISSION REQUIREMENTS

OUTCOMES

2130 - M.U. en Derecho y Violencia de Género 12-V.1

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Conocer y comprender los problemas jurídicos novedosos de nuestra sociedad de forma sistemática, con actitud crítica, transdisciplinar, con la perspectiva nacional e internacional, con el debido análisis de sus orígenes y sus consecuencias.

- Localizar y analizar los problemas jurídicos sobre la base del respeto a los derechos y principios fundamentales propios de un Estado Democrático y de Derecho, donde no cabe discriminación por razón del origen, procedencia social ni por razón del sexo.
- Aplicar e integrar los conocimientos transdisciplinares adquiridos con actitud crítica y desde la perspectiva de género, como herramientas para generar Justicia, Igualdad y Seguridad en cualquier Estado.
- Manejar las técnicas y herramientas especializadas para obtención información y saber utilizar los instrumentos jurídicos avanzados, habilidades y métodos de investigación, desde su perspectiva teórica y práctica, con aplicación al ámbito de estudio de que se trate.
- Obtener los conocimientos y habilidades básicas para la argumentación jurídica, para su comunicación en foros especializados y generalistas, de forma oral y/o escrita, y hacerlo de forma clara, precisa y convincente.
- Tener la capacidad de diseñar procesos de investigación en un determinado ámbito temático dentro de los estándares de calidad e integridad académica.
- Desarrollar nuevos métodos de aprendizaje, presenciales y no presenciales, ejercitando la autonomía personal, el control de la búsqueda e interpretación de las fuentes de información.
- Conocer y aplicar el método de investigación científica adecuado, a través del uso de las TIC aplicables al propio ámbito de estudio e investigación jurídica determinado.
- Saber trabajar en equipos multidisciplinares reproduciendo casos y contextos reales.
- Participar en debates y discusiones, liderarlo, coordinarlos y resumirlos y saber extraer las conclusiones más relevantes.
- Identificar, valorar e integrar en la toma de decisiones aquellos problemas jurídicos que se plantean desde las perspectiva multidisciplinar y con el enfoque de la Igualdad y Género y requieren un mayor nivel de investigación jurídica y afrontarlos de manera flexible y plural.
- Utilizar de forma rigurosa y segura, tanto individualmente como en grupo, desde una perspectiva multidisciplinar, los conocimientos avanzados adquiridos y aplicables a problemas jurídicos de contenido plural en nuestra compleja sociedad actual.
- Integrar los conocimientos jurídicos, sociológicos, educativos adquiridos, sabiendo entender y explicar la unitaria naturaleza de estos problemas y de sus soluciones en el ámbito del género.
- Profundizar en la naturaleza común de estos problemas tanto en el ordenamiento jurídico nacional como el internacional, profundizando en soluciones comunes interconectadas como herramienta para generar Igualdad, Justicia y Seguridad jurídica.
- Desarrollar la capacidad para trabajar en equipo, con las funciones de liderazgo propias y con las habilidades de argumentación y estructuración del debate en grupo en aras a conseguir el correcto y fluido funcionamiento del grupo humano asignado.
- Analizar de forma autónoma, creativa y crítica, con argumentos jurídicos sólidos y elaborados, la materia seleccionada para la investigación y sus matices transversales.

LEARNING OUTCOMES

This module will be set certain essential key to understanding the current reality of the woman and her legal position in the current , national or global international society. Seeks to address a set of materials of different nature , however , coincide with each other in the fact of being subjected to an undeniable process of adaptation to the new reality created by the global world we live in we also reaches Equality and Gender . These provide some clues that may explain the response of the law to the problems posed by today's society from a gender perspective and , specifically, the violent consequences of the imbalance between men and women. To do an analysis of patterns of protection in the field of United Nations , Latin America and Europe as well as the tools necessary to achieve social awareness will be presented and , therefore, the transformation of their values, stereotypes in the private and public sectors .

DESCRIPTION OF CONTENTS

1. III.1 Subject: Prevention of violence against women from the Administration.

I. THE IMPACT OF LO 1/2004 ON ADMINISTRATION

II. THE PRINCIPLE OF EQUALITY AND ITS CONTRAST WITH OTHER CONSTITUTIONAL RIGHTS AND PRINCIPLES

1. The limits to freedom of expression and information

2. The addressees of the limits of LO 1/2004.

III. ADMINISTRATIVE INTERVENTION IN ADVERTISING FROM THE PERSPECTIVE OF CONSUMER AND USER LAW

2. Subject III.2: Advertising, Media and Prevention of Gender Violence.

I. MEDIA, SOCIAL EFFECTS AND AREAS OF REGULATION AND SELF-REGULATION.

1.1. The effects of media content on gender-based violence in society.

a. Types of effects (approaches to analysis).

b. Long-term effects.

c. The critical perspective.

d. Semiotics and reception studies.

1.2. Regulation of the mass media for the prevention and eradication of gender violence and strategies for equality.

1.3. Recommendations and guidelines for the analysis of the treatment of gender-based violence in the media.

1.4. Codes of self-regulation in the media and the treatment of gender violence.

II. REGULATION OF UNLAWFUL ADVERTISING THAT USES THE IMAGE OF WOMEN IN A VEXATIOUS OR DISCRIMINATORY WAY.

2.1. Applicable regulations.

a. Article 3.a) of the General Law on Advertising.

b. The new regulations contained in the General Audiovisual Law.

2.2. The control of illegal advertising.

a. The activity of Autocontrol.

b. The Sexist Advertising Observatories.
c. Actions against illegal advertising.
2.3. Final considerations.

3. III.3 Subject: Awareness and Intervention in the educational environment

I. THE FUNCTIONS ASSIGNED TO THE EDUCATION SYSTEM IN ORDER TO ACHIEVE THE PURPOSE OF LO 1/2004
a. Raising awareness and promoting the value of equality
b. Actions to prevent gender-based violence in the educational sphere.
II. PEDAGOGICAL PROPOSALS FOR THE PREVENTION OF GENDER-BASED VIOLENCE
a. Educational guidelines on equality
b. Educating for care and non-violence

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	6,00	100
Classroom practices	3,00	100
Tutorials	1,00	100
TOTAL	**10,00**	

TEACHING METHODOLOGY

MD1 - training tasks of teaching and learning designed to leverage the knowledge in the classroom and provide the framework for discussion of the subject.
MD2 - formative teaching and learning tasks designed to reflect on the problems and materials submitted directly by the / the teacher / aa Elearning through adopting Professor / to the role of moderator / a.
MD6 - Making collective and online tutorials designed to answer questions measure knowledge, debate, expand skills with tutor / a University.
MD7 - Using methodology adapted to the individual student. The director, through discussion of issues, recommended reading, participation in support activities, discussion forums and submitting contributions, specific methodology courses, coordinates and directs the training of students to acquire their own tools research activity.

EVALUATION

final evaluation.
· Consist on a multiple-choice test with 30 questions (10 subjects) that are valued above 8 , and the resolution of a case to be weighed up to 2 points .

The corresponding course grade :
A maximum of 8 points in the overall evaluation of the multiple-choice test . This requires taking into

account:Each correct question are 0.3 pointsDo not discount the errorsYou MUST remove a 5 for approving Matter III.A maximum of 2 points in the evaluation of the case to be proposed to the students to solve them individually. The case is the same as that proposed in the Course II , evaluating the section on prevention of violence in the education and media framework.

4.3 . Examination dates .

The first call for the consideration of the subject took place on 22 December. The second call , meanwhile , will develop into the first week of January.

REFERENCES

Basic

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- Elena MARTINEZ GARCIA y Javier BOIX REIG (directores), La nueva ley contra la violencia de género (LO 1/2004, de 28 de diciembre), Iustel, Madrid, 2005.
- Beatriz BELANDO GARÍN y Gonzalo MONTIEL ROIG, Contenido y mercado en la regulación de la comunicación audiovisual, Tirant Lo Blanc, 2011.
- BELANDO GARÍN, Beatriz y MONTIEL ROIG, Gonzalo (2010): La regulación de los contenidos audiovisuales: presente y futuro, en Teoría y derecho. Revista de pensamiento jurídico, nº 7, 2010.
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Additional

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- McQUAIL, Dennis (2000). Introducción a la teoría de la comunicación de masas. Barcelona: Ed. Paidós Comunicación.
- Pilar López Díez (ed.) (2004). Manual de información de género, Madrid: Instituto oficial de radio y televisión.
- MARÍN, Antonio Lucas (1999). Sociología de la comunicación. Valladolid: Trotta.
- ARNOT, Madeleine (2009) Coeducando para una ciudadanía en igualdad. Madrid: Morata.
- VÁZQUEZ, Victoria y LÓPEZ, Inmaculada (2010) la pedagogía del cuidado no ensalza la independencia ni la violencia Bajo palabra. Revista de Filosofía, 6.
- VÁZQUEZ, Victoria (2010) La perspectiva de la ética del cuidado: una forma diferente de hacer educación Educación XX1, 13.
- ANDRES SEGOVIA, Belén, La divergente regulación del contenido publicitario por razón de género

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