COMM 455-001: Media and Gender/Fall 2009
Dr. Cathy Rogers/309 Comm/Music/865-3297/crogers@loyno.edu
Office hours: MF 9-10 a.m., 2:30-3 p.m.; W 2:30-4 p.m., T 2-3 p.m., Other times by appointment.

PREREQUISITES: Students must have junior standing.
Materials To Help You Learn:
• Holtzman, Linda, Media messages: what film, television, and popular music teach us about race, class, gender, and sexual orientation (Armonk, New York: M.E. Sharpe, 2000.)
• Selected readings via Blackboard and e-reserve, Monroe Library. Other resources include YouTube, online news and video outlets, and livecasting/podcasting sites (such as Justin.tv)

COURSE OBJECTIVES:
You will learn
• to be more critical consumers of media products
• to appreciate the impact of media’s gender images on individuals, society & culture
• to understand the role of mass media in creating and reinforcing gender roles & ideals
• to think and to write critically about the ways you respond to and use media products
• to develop different perspectives to interpret pop culture & media messages

COURSE OVERVIEW:
Part of the goal of this course is to help you understand how pervasive mass communication is in everyday life, and to help you become active and critical consumers of mass media messages, specifically in terms of gender representations. I want you to understand the interdependence of female and male gender ideals and the consequences of these ideals for both women and men. Finally, I hope to provide you with ways to interpret popular media and culture in which you do not take their meaning for granted. This course will encourage you to think about the ways you respond to & use media products and the way in which your preferences are shaped by other factors.

This is a criticism class. Your job will be to critique the media’s representations of women and men in various forms of media.

<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>PERCENTAGES</th>
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</thead>
<tbody>
<tr>
<td>Attendance and participation</td>
<td>20%</td>
</tr>
<tr>
<td>Blog with weekly posts on assigned readings and relevant current event topics</td>
<td>20%</td>
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<tr>
<td>Critical response papers (3)</td>
<td>40%</td>
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<tr>
<td>Group research presentation</td>
<td>20%</td>
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Note: to receive an A in participation, you must participate regularly during class discussion.

GRADING:
A 93-100      C+ 77-79
A- 90-92      C  73-76
B+ 97-89      C- 70-72
B 83-86       D+ 67-69
B- 80-82      D  65-68
F Below 65