COURSE DESCRIPTION

This course offers an introduction to the main issues and debates in media studies from the perspective of gender. The topics to be discussed include advertising, the sexualisation of the media, violence, masculinities, ethics, fashion photography and computer culture. The aim of the course is to help students acquire the theoretical knowledge and practical skills needed to read media images such as advertisements, news, films, photos, etc. from a critical, gender-conscious angle.

REQUIREMENTS:

Attendance: no more than three absences are allowed. In the case of a longer absence (either due to illness, or official leave), the tutor and the student will come to an agreement of how to solve the problem.

Assigned reading: the seminar format and the reading requirements suppose that the assigned texts are read for the classes.

Participation in classroom discussions: the student is expected to take part in classroom discussions, and this activity contributes to the final seminar grades by 20% of the overall achievement.

End-term test: an objective test on the works discussed during the term (60%). The test must be written at the time scheduled in the syllabus. Failing to do so will count as course failure, and only one re-sit test will be scheduled to make up for the failure. The test will have a pass limit: failing the test will count as course failure, and only one re-sit test will be scheduled to make up for the failure.

Presentation: students are expected to give a 10-15 minute presentation at the beginning of each class. The presentation should address 2-3 issues raised by the reading assigned for the class and students should raise 2 questions at the end of the talk. The use of power point is highly encouraged.

Please note that each and every course component above is obligatory: the failure to meet any of these requirements (class attendance, small tests, presentation, end-term test) will jeopardise the completion of the course. Out of three course components - small tests, presentation, end-term test - only one resit (or reschedule) will be granted; failure to meet more than one requirement will automatically result in overall failure. Please also note that there is no make-up for insufficient class attendance.

TEXTS: available in the Institute Library or online (the latter indicated in the syllabus)
## Grading Policy

<table>
<thead>
<tr>
<th>Course components</th>
<th>Grades</th>
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<tbody>
<tr>
<td>classroom discussion</td>
<td>20%</td>
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<tr>
<td>presentation</td>
<td>20%</td>
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<tr>
<td>end-term test</td>
<td>60%</td>
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<tr>
<td>total</td>
<td>100%</td>
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### Week Date Topic

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
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| 1 | 23 Feb | **Orientation**  
Introduction  
| 2 | 2 March | **Advertising**  
| 3 | 9 March | **No class!** |
| 4 | 16 March | **Sexualizing the Media**  
| 5 | 23 March | **Violence**  
| 6 | 30 March | **No class!** |
| 7 | 6 April | **Short films:**  
2. Kerith Lemon, “A Social Life” (social media)  
3. Kristóf Deák, “Mindenki” (“Sing”) (utopianism) |
| 8 | 13 April | **Consultation week** |
| 9 | 20 April | **Ethics and the Media**  
| 10 | 27 April | **Masculinities**  
| 11 | 4 May | **The Body and the Screen: Female Subjectivities** |

12 11 May  **Endterm test**

13 18 May  **Fashion Photography**

14 25 May  **Computer Culture**

**Textbooks:**


**Recommended reading:**