WELCOME TO GENDER AND THE MEDIA (SJMC 3175)!
"Gender and the Media" provides an overview of major topics and debates that comprise research on gender in the media. This course takes a broad view of gender. We will focus on media and communication research that includes women, men, and transgender people. “Gender and the Media” takes an intersectional view of gender. Accordingly, throughout this course you will be asked to consider how race, class, and sexuality intersect with gender to shape representation and audience engagement with the media. “Gender and the Media” considers both social scientific and critical cultural perspectives, which will require students to think across a breadth of media and communication research. To facilitate this process, students will be given a brief overview of the field of media and communication to better understand the theories, methods, and scholarly arguments that comprise both sides of the discipline. This course is divided into four units: gender in media industries; body image, objectification, and fat studies; marriage, singlehood, and family; and gender and sexual socialization.

COURSE OBJECTIVES
SJMC 3175 has four learning objectives. By the end of the term students will:
- Have a basic understanding of the field of media and communication studies.
- Understand some of the major topics and debates comprising the contemporary study of gender and the media;
- Learn how identity, social context, and industry contribute to portrayal of gender in media;
- Understand the implications of gendered media portrayals for their consumers’ beliefs and behaviors;

ASSIGNMENTS
All readings, podcasts, videos, and assignment prompts will be available on ICON. All assignments will be submitted through the ICON system unless specified otherwise. This syllabus is subject to change at the discretion of the instructor.

COURSE ASSIGNMENTS
15% CLASS PARTICIPATION
10% SHORT ASSIGNMENT 1 – 5-Song Playlist (due 9.13)
20% REFLECTION PAPER 1 – Body Image (due 10.5)
10% SHORT ASSIGNMENT 2 – Dating Advice (due 10.26)
CLASS PARTICIPATION
Class participation comprises four areas:

- **Attendance** – You are allowed one documented absence from class without penalty. All other absences will result in a 1% reduction of your final grade per absence. If you know you have to miss multiple classes for sports or health reasons, talk to me as soon as possible.

- **Preparedness** – Come to class having read/watched/listened to the assigned material. Take notes as you read, watch, or listen. Write down any questions that arise from the readings.

- **Contribution** – This includes offering critiques of the material in class, but also active listening, engaged group work, and posing interesting questions for discussion.

- **Civility** – Rudeness to fellow classmates and/or disrespect to your peers will not be tolerated. You will treat your fellow classmates with respect. Repeated instances of incivility will result in a 0% for your participation grade. I have included the discussion guidelines below to facilitate civility in class.

DISCUSSION GUIDELINES
This class is a mix of lecture and discussion. Discussions are an exchange and require that you talk and listen. In order to get the most out of our discussions, stick to the following guidelines:

- Respect others' rights to hold opinions and beliefs that differ from your own. Challenge or criticize the idea, not the person.

- Listen carefully to what others are saying even when you disagree with what is being said. The comments that you make should reflect that you have paid attention to the speaker.

- Be courteous. Don’t interrupt or engage in private conversations while others are speaking.

- Support your statements. Use evidence and provide a rationale for your arguments.

- Allow everyone the chance to talk. If you have much to say, try to hold back a bit. If you are hesitant to speak, look for opportunities to contribute to the discussion.

- If you take issue with something someone else has said, speak up! Don't leave it for someone else respond.

GRADES
Letter grades will be allocated based on the following scale.

- A+ = 99 – 100%
- B+ = 87 – 89%
- C+ = 77 – 79%
- D+ = 67 – 69%
- A = 93 – 98%
- B = 83 – 86%
- C = 76 – 73%
- D = 63 – 66%
- A- = 90 – 92%
- B- = 80 – 82%
- C- = 70 – 72%
- D- = 60 – 62%

GRADE APPEAL POLICY
Other than tabulation error, I will not change a grade without regarding the assignment. Regrading will be done in very rare cases and may result in a further reduction of your grade. If you have questions about your grade, you must wait 24 hours after receiving a graded assignment before contacting me with questions. You have 5 business days to ask questions, and if further discussion is required, we must meet within 7 business days.
Daily Schedule and Assignments

COURSE OVERVIEW & FOUNDATIONS

Tuesday 8.21
Homework: None.

Thursday 8.23
Class:     Defining Gender, Queer, Sex, and Sexuality.
Homework: Brabaw. (2017). What’s the Difference between Gender & Sex?. Retrievable from:
           Read the Syllabus!

Tuesday 8.28
Class:     Intersectionality.

UNIT 1: GENDER IN MEDIA INDUSTRIES & REPRESENTATION

Thursday 8.30
Class:     Gender Diversity In Media Industries.
Homework: Hill. (2014). Recasting the casting director: Managed change, gendered labor.
           On the Media. (2017). The Reckoning. Retrievable from:

Tuesday 9.4
Class:     Gender Roles In the Media.
Homework: Collins. (2011). Content Analysis of Gender Roles in Media: Where Are We
           Now and Where Should We Go?

Thursday 9.6
Class:     Online Media Production: A Case Study of Black, Transgender, and Queer Media Production.
          on YouTube.

Tuesday 9.11
Class:     Listening to Gender Workshop.

Please construct a 5-song play list that concerns gender and the media.

Thursday 9.13
Class: CANCELED!
Homework: ASSIGNMENT DUE! 5-Song Playlist Assignment due 9.13 to ICON.

UNIT 2: BODY IMAGE, OBJECTIFICATION, & FAT STUDIES

Tuesday 9.18
Class: Introduction to Body Image, Objectification, and Fat Studies.

Thursday 9.20
Class: Blackness and Body Image: A Case Study of Gender, Race, Body Image, and Media.


Tuesday 9.25
Class: Men, Masculinity, and Body Image.


Thursday 9.27


Tuesday 10.2
Class: Fat Studies: An Emerging Perspective of Media Studies


UNIT 3: MODERN FAMILIES: MARRIAGE, PARENTING, & SINGLEHOOD

Thursday 10.4
Homework: ASSIGNMENT DUE! REFLECTION PAPER #1 DUE 10.5, Submit to ICON
Tuesday 10.9
Class: Representing LGBT and Queer Families in the Media.

Thursday 10.11
Class: Guest Lecture & Mid-Term Course Evaluation.
Homework: TBD.

Tuesday 10.16
Class: Marriage Equality.

Thursday 10.18
Class: Redefining Motherhood: What the Mommy Wars Missed.
Homework: Daniels. (2008). Black Women Have Always Worked: Is There a Work-Family Conflict among the Black Middle Class?


Tuesday 10.23
Class: All the Single Ladies!


Thursday 10.25
Class: Gender Ideologies of the Dating Advice Industrial Complex. Dating Advice Workshop.
Homework: Charleston. (2014). Act Like a Lady Think Like a Patriarch.

Please bring one dating advice article, blog, social media account, or book to class.

Tuesday 10.30
Class: The Curious Case of The Pick-Up Artist.
Homework: Banet-Weiser & Miltner. (2016). #MasculinitySoFragile: culture, structure, and networked misogyny


Thursday 11.1
Class: Film Screening/Presentation.
Homework: ASSIGNMENT DUE! Dating Advice Assignment due 11.1 to ICON.

Tuesday 11.6
Class: An Evolving Definition of Masculinity.


Thursday 11.8
Class: Redefining Fatherhood: A Case Study of Shifting Masculinity.


UNIT 4: GENDER AND SEXUAL SOCIALIZATION

Tuesday 11.13
Class: Introduction to Media Sexual Socialization.


Thursday 11.15
Class: The Princess Industrial Complex.

ASSIGNMENT DUE! REFLECTION PAPER #2 DUE 11.16, Submit to ICON

THANKSGIVING NO CLASS/ NO HOMEWORK 11.20 and 11.22

Tuesday 11.27
Class: Gender-Trolling.


Thursday 11.29
Class: Managing Intimate Partner and Sexual Violence in the Digital World.


Tuesday 12.4
Class: Sex(ual Socialization) Don’t Stop at 50!

Thursday 12.6
Class: Final Thoughts on Gender and the Media
Homework: None.

ASSIGNMENT DUE! FINAL PAPER DUE 12.7, Submit to ICON
Additional Course Policies & Resources

TRIGGER WARNINGS
The University of Iowa is neutral on the use of trigger warnings in classes. I am mixed about the practice, but open to guidance from my students. We will develop a trigger warning policy that works for the group. For more information about the University of Iowa’s trigger warning policy please read this article from the Daily Iowan: http://daily-iowan.com/2016/09/07/ui-neutral-on-trigger-warnings-safe-spaces/

ELECTRONIC COMMUNICATION
Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2). I will respond to your email within 72 hours of receiving it. I do not check or respond to UIOWA email after 8 pm. I rarely check UIOWA email on the weekend. Plan your correspondence accordingly. Please use appropriate etiquette when emailing.

TECHNOLOGY
Computers, cell phones, tablets etc. facilitate connectivity and collaboration, but these devices are also INCREDIBLY distracting for students and instructors. I allow the use of computers etc. in my course on a trial basis and reserve the right to revoke technology permissions for the class. I expect the following from my students regarding their technology use:

• Phones are to be placed on silent, or better yet airplane mode. Vibrate settings can be loud and make noises of their own.
• No social media, texting or chatting, shopping, or blogging during class time.
• No watching anything, unless it is related to class and you are instructed to do so.
• I suggest students use a privacy screen to limit distraction and keep people out of your business.

ACADEMIC INTEGRITY
Plagiarism is taking someone else’s ideas, words, statements, or other work and passing it off as your own without proper acknowledgement or citation. Cheating is copying from others, not doing your own work, or using unauthorized sources. Both of these infractions are strictly prohibited. Consequences may range from failing the assignment, to failing the entire course. All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College’s Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address.

WRITING SUPPORT
I strongly recommend each and every student visit the University of Iowa Writing Center. They offer hands on support to help you improve your writing. For more information about the writing center please visit: https://writingcenter.uiowa.edu/-services.
MAKING A COMPLAINT
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

UNDERSTANDING SEXUAL HARRASSMENT
Sexual harassment subverts the mission of the University and threatens the well being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy see https://osmrc.uiowa.edu/.

ACCOMODATIONS FOR DISABILITIES
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

NONDISCRIMINATION IN THE CLASSROOM
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity at diversity@uiowa.edu or diversity.uiowa.edu.

ADMINISTRATIVE HOME
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and other policies. These policies vary by college (https://clas.uiowa.edu/students/handbook). Congratulations for making it to this point in the syllabus. Please email me by 1:59 pm on 8.23.2018 with the subject line “I Read the Syllabus” to receive a 1% bonus point towards your final grade.

CLAS FINAL EXAMINATIONS POLICIES
The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals. (https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies.)