COURSE TITLE: Media, Gender and Globalization

PREREQUISITES:

PROFESSOR: Robert Payne

CLASS SCHEDULE: Tuesday and Friday 10h35-11h55

OFFICE HOURS: Friday 11-13h or by appointment

OFFICE NUMBER: C56

CONTACT: Email: rpayne@aup.edu

LOCATION: Ground floor, Combes

COURSE DESCRIPTION:

This class studies in detail the relations between media, gender and sexuality in a complex global environment. We will build on a theoretical foundation of gender in terms of embodiment, representation, consumption and institutions, and apply various methods of analysis to a range of global media. We will examine how gender enters debates around globalization and global politics, and how constructions of gender and sexuality influence the mediation of global issues such as nationality, war and terror, and transnational flows of people, culture and capital.

STUDENT LEARNING GOALS:

Through this course, students will develop the following skills and knowledge:

- knowledge of a range of important topics and debates in the fields of gender, globalization and media;
- a rigorous critical approach to key theories and concepts in the discipline of gender studies, and to their application in the contexts of global media;
- the ability to debate new ideas and problematics with colleagues;
- an improved capacity for developing independent research.

This course contributes to the following student learning objectives of the MAGC program:

- Understand and be able to use qualitative Communications research methodologies;
- Be aware of key issues in debates about globalization and their relationship to forms of global media and culture;
- Develop critical perspectives on the major concepts and theories in Media Studies, Communication Studies and Cultural Studies.

REQUIRED READING:

Weekly readings available on Blackboard, listed below in class outline. Students must download and prepare these before each class. Make sure to have a copy of the readings in class.

RECOMMENDED READING:

The following are suggested readings only, either for background to class topics or for a more in-depth exploration:


For an excellent coverage of key theoretical readings, the following is highly recommended:


A list of further readings and useful references will be posted on Blackboard, including all references from class.

**GRADING:**

Final grades will include the following assessment items:

1. **Critical response blog**
   - 30%

   To productively engage with class readings, media materials and outside sources, you will create a blog and produce weekly entries of around 800 words for Weeks 2-7 (ie. 6 entries in total). Each entry should include a critical discussion of: (i) any two of that week’s required readings, plus optional media examples from class; and (ii) relevant materials from outside of class. The purpose of the blog is for you to show detailed evidence of thinking through topics and theories and especially connections between what you’re reading in class and what you’re reading and watching outside of class. You should make use of the digital format of the blog to add links and upload relevant audiovisual sources. Blogs will be monitored each week and graded in Week 8.

2. **Research project**
   - 50%

   The paper (40%) will be a further critical investigation (20-25 pages) of a topic of your choice related to the course. Your project must engage rigorously with a wide range of relevant critical and theoretical materials that you have located independently, in addition to a selection of class readings. You should consult with me by the end of Week 5 to devise your research topic, and then you are to submit a research proposal (10%) by the end of Week 8 containing: (i) a description of the project, its aims and its methodology; (ii) a literature review covering no less than 10 scholarly sources.

3. **Class participation**
   - 20%

   This grade will be based on:

   i. **Participation**: regular, productive and informed contribution to class discussions
   
   ii. **Discussion leading**: twice during semester you will act as discussant for class readings, once to provide a 10 minute summary of a required reading and once to offer a 10 minute critique and application of a required reading
   
   iii. **Mentoring**: you will be paired with an undergraduate student with whom you will be in contact throughout the semester. On your blog, you will write 4 brief reports of this relationship (Weeks 3, 7, 10 and 14).

**ATTENDANCE:**

Attendance at all classes is mandatory, and active participation in discussions is a class requirement and forms a significant component of final grades. Unexcused absences from class will result in a lower grade for participation; excessive absence may result in failure. Please contact me in advance if an absence is likely.

**AUP ATTENDANCE POLICY:**

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student’s responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. Academic Affairs will excuse an absence for students’ participation in study trips related to their courses.
Attendance at all exams is mandatory. IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT. Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an “F” for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level. Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

OUTLINE:

I. THEORETICAL FOUNDATIONS

Week 1
Tuesday 10 September: Introduction

Friday 13 September: Major ideas in gender theory

Kearney, *The Gender and Media Reader*: Introduction
Buchbinder, "Thinking (through) gender"

Week 2
Tuesday 17 September: Major ideas in gender theory (cont.)

Buchbinder, "Doing/undoing Gender"
Butler, *Undoing Gender*: Introduction

Friday 20 September: Class visit

*La mécanique des dessous*, Musée des arts décoratifs

Week 3
Tuesday 24 September: Feminisms and media

Van Zoonen, "Feminist Perspectives on the Media"
Petersen, "That Teenage Feeling: Twilight, Fantasy and Feminist Readers"


Friday 27 September: Feminisms and media (cont.)

Gill, "Postfeminist Media Culture"
Keller, "Fiercely Real?"

II. GENDER AND MEDIA IN PRACTICE

Week 4
Tuesday 1 October: Gender and spectatorship

Mulvey, “Visual Pleasure and Narrative Cinema
hooks, "The Oppositional Gaze"


Friday 4 October: Gender and media consumption

Ang, "Gender in/and Media Consumption"
Thornham, "It's a Boy Thing: Gaming, Gender, and Geeks"

**Week 5**
Tuesday 8 October: Gender and globalization

Kim, "Experiencing Globalization"
Holliday and Elfving-Hwang, "Gender, Globalization and Aesthetic Surgery in South Korea"

Friday 11 October: Gender and globalization (cont.)

Mohanty, "Under Western Eyes"
Macdonald, "Muslim Women and the Veil: problems of image and voice in media representations"

Recommended viewing: *Sex and the City 2*, dir. King, 2010 [DVD available in AUP library]

**Week 6**
Tuesday 15 October: Discourses of sex and sexuality

Foucault, *History of Sexuality*, *Vol. 1*: Chp 2
Massad, *Desiring Arabs*: Chp 3

Friday 18 October: Queer theory and identities

Doty, "There's Something Queer Here"
Warner, *The Trouble With Normal*: Chp 2

**Required viewing:** *The Kids Are All Right*, dir. Cholodenko, 2010 [DVD available in AUP library]

**Week 7**
Tuesday 22 October: Research session (no class)

Friday 25 October: Gender, bodies and branding

McBride, *Why I Hate Abercrombie and Fitch*: Chp 2
Lazar, “Discover the Power of Femininity!: Analyzing Global ‘Power Femininity’ in Local Advertising”

**Required visit before class:** the Abercrombie and Fitch store, 23 av. des Champs-Elysées

**Week 8**
Tuesday 29 October: Screening heteronormativity

Buchbinder: "Regarding patriarchy"

**Recommended viewing:** *So You Think You Can Dance*

30 October – 1 November: FALL BREAK

**III. SPOTLIGHT TOPICS**

**Week 9: Gender and politics**
Tuesday 5 November: Readings
McGinley, “Hillary Clinton, Sarah Palin, and Michelle Obama”
Julia Gillard dossier

Friday 8 November: Film

Required viewing: Women, Power and Politics: a Rising Tide?
http://www.pbs.org/now/shows/437/index.html

Week 10: War and terrorism
Tuesday 12 November: Readings

Brunner, “Female Suicide Bombers”
Puar and Rai, “Monster, Terrorist, Fag”

Friday 15 November: Film

Recommended viewing: Standard Operating Procedure, dir. Morris, 2008 [DVD available in AUP library]

Week 11: Transgender
Tuesday 19 November: Readings

Private Manning dossier

Friday 22 November: Film

Required viewing: Tomboy, dir. Sciamma, 2010 [DVD available in AUP library]

Week 12: Global trades in sex and gender
Tuesday 26 November: Readings

Schaeffer-Grabiel, “Flexible Technologies of Subjectivity”
Andrijasevic, "Beautiful Dead Bodies"

Friday 29 November: Film

Screening in class: Bride Trafficking Unveiled

Week 13: Research updates
Tuesday 3 December
Friday 6 December

Week 14
Tuesday 10 December: Review

Week 15
Exam period

BIBLIOGRAPHY


Holliday, Ruth and Jo Elfving-Hwang, "Gender, Globalization and Aesthetic Surgery in South Korea" (unpublished manuscript).


