



COURSE DESCRIPTION

GENDER & COMMUNICATION

Author Name: **Ilham Bettach**

Sultan Moulay Slimane University, Faculty of letters Beni Mellal
November 2017

Gender Studies Curriculum: A Step For Democracy and Peace
in EU-Neighbouring Countries with Different Traditions (GeSt)

561785-EPP-1-2015-1-LT-EPPKA2-CBHE-JP



Co-funded by the
Erasmus+ Programme
of the European Union

MA TITLE: Gender Studies

Instructor:

Name: Ilham Bettach

Email: bettach.ilham@gmail.com

Course code	Course title	Number of hours or number of credits	Study Form (face-to-face or online)	Course valid from*	Course valid to*	Course type (Obligatory /Optional)	Semester
Module 2	GENDER & COMMUNICATION	2hours/week	Face to face	November 2017	January 2018	Obligatory	1

1. A brief description of the course

The course is designed to develop students' ability to critically think and analyze issues of gender and communication. This will be accomplished by examining theoretical perspectives used to explain gender phenomena, gender socialization, male and female interactions and stereotypes. It examines the influence of gender in our lives by utilizing various tools including films, quest speakers, lectures, in-class exercises and class discussion. It provides an understanding of the basic verbal communication differences between men and women. It also provides useful strategies in dealing with mixed gender situations. A high degree of class participation is both expected, and required to maximize student learning through integration and extrapolation of personal experience with in-class guided curriculum. To facilitate discussion, students are expected to have completed all reading and writing assignments.

2. Objective of the course

This course is designed to introduce students to the range of perspectives available on the relationship between gender and communication in four areas: (1) the nature of genders; (2) the treatment of genders in language; (3) gender differences in verbal and nonverbal communication; and (4) communication within same-gender cultures.

The objectives of the course:

1. To help students become familiar with major issues regarding communication and gender through critical analysis and discussion of pertinent readings, writing assignments, guest lecturer presentations, and in-class activities.
2. To help students understand the critical and-dynamic roles of age and culture as these concepts interrelate to the development of gender attitudes and behavior. This will be accomplished through service learning experiences, assigned readings, and by integrating personal and classroom experiences.

Students will develop and strengthen their ability to critically analyze the influence and role of gender in their lives through increased self-awareness, gender-awareness, and hopefully, age and cultural awareness by successfully completing course requirements.

561785-EPP-1-2015-1-LT-EPPKA2-CBHE-JP

3. Learning outcomes

On successful completion of this module, students should be able to:

- Understand the difference between sex and gender and understand the meaning of the following concepts: gender identity, gender expression, gender schema and gender variance (students should be able to understand how communication affects our understanding of these concepts).
- Identify the multiplicity of feminisms
- Describe masculine and feminine speaking styles.
- Identify patterns of gender communication to avoid stereotypes;
- Interpret, analyze and critique instances of gender communication;
- Develop appropriate verbal and non-verbal gender communication skills;
- Utilize appropriate gender communication in their personal, social and professional lives;
- Understand the ways in which gender impacts various social systems (organizations & media).
- Apply different methodological and theoretical approaches to the study of gender & communication.

***Asterisks means optional here**

4. Teaching method

-This course will be delivered in the form of theoretical seminars and in the form of presentations by students.
-Class discussion is a major focus of this course.
-Readings are also required and should be completed in advance of their due dates.
-ICT is used for academic purposes.

5. Distribution of workload for students (i.e. lectures, seminars, individual work in hours, and total)

Attendance and active participation in class.

- Attendance will be taken to “participation” grade. 15%
- Reading assignments, on schedule. 15%
- Discussion 15%
- Mid-term Exam 20 %
- Final Exam 35%

6. Assessment

a. Methods of assessment

- Oral presentations
 - A final written exam
 - Percentages allocated to each method of assessment
- Attendance: 15%
- Reading assignments, on schedule. 15%
 - Discussion 15%
 - Mid-term Exam 20 %
 - Final Exam 35%

7. Course Schedule

Week 1: Introduction to Gender & Communication (Setting the scene)

The session will start with an introduction to the course description content and the selected texts to be studied.

Your preparation for next session:

Research the three major theories about gender that sociology is built on: structural functional theory, symbolic interaction theory and social conflict theory (all these theories have different perspectives on why gender exists).

Week 2: Gender & the Nature/Nurture Debate

In this session theories about gender are first discussed then concepts of sex, gender, gender identity, gender expression, gender schema and gender variance are explained. Gender identity development, biological, social and cultural influences are further explained and debated.

Your preparation for this class: Students are asked to come to class with a preparation/reading about the pre-demanded task concerning the three major theories about gender that sociology is built on.

Required reading:

Mock, Janet. (2014). Redefining Realness: My Path to Womanhood, Identity, Love and So Much More. Simon and Schuster.

Optional reading: Nagoshi, Julie L., Nagoshi, Craig T. and Brzuzy, Stephan/ie. (2014). Gender and Sexual Identity: Transcending Feminist and Queer Theory. Springer Publishers.

Week 3: Culture, Gender & Communication

In this session, the focus will be on the difference between communications through genders versus communications through cultures. Feminine culture and masculine culture are further explained.

Your preparation for this session: You are asked to read Hofstede's 'Culture's Consequences' (2001).

Week 4: Theories in Communication

In this session, all theories of communication will be discussed including the humanistic and scientific theories that provide a framework for how communication takes place.

Your preparation for this class: no preparation is assigned for this session. Theoretical explanations and foundations will be provided.

Week 4: Communication Styles

In this session, communication styles will be discussed. Students will be introduced to communication worldviews and styles of communications (agentic vs communal/ instrumental vs expressive).

Your preparation for this class: In addition to the assigned readings, students prepare talks/presentations on the issue to deliver in class.

Required reading:

Holmes, Janet and Meyerhoff, Miriam. (2003). The Language and Gender Reader. Blackwell Publishing

Week 5: Gender Differences in Communication and Feminist Theory in Communication

- In this session, the focus will be on gender difference in communication, gendered language, verbal and non-verbal communication. The session will also cover types and aspects of interpersonal communication and how to succeed interpersonal communication between genders.
- Feminist theories in communication will be presented.

Your preparation for this class: In addition to the assigned readings, you come to class with examples about gendered communication and roles in context.

Required reading:

Palczewski, Catherine Helen, DeFrancisco, Victoria Pruin, and McGeough, Danielle Dick. (2019). *Gender in Communication: A Critical Introduction*, Sage Publishers.

Week 6 & 7: Gender, Power and Organizational Communication

In these two sessions, focus will be on informational and constitutive views of organizations as communication. Views of masculinity and femininity will be further explained as they are connected to communication practices and identities that are often created inside organizations. Hidden forms of power that are embedded in communication processes are later discussed.

Your preparation for this class: In addition to the assigned reading, students will question organizational communication as a social process that creates and sustains the dominant structures of a society.

Required reading:

Risman, Barbara J. (2018). *Where the Millennials Will Take Us: A New Generation Wrestles with the Gender Structure*. Oxford University Press.

Week 8 : Media & Gender Development in Communication Theory

In this session students will be introduced to media as one of the important processes of power that contribute to the production of communication interventions. The focus will be on non-egalitarian power structures within communication systems in this case media to reproduce/create the whole outlook on gender relations.

Your preparation for this class: Students are asked to come to this session reading: Joseph, Ralina. (2018). *Postracial Resistance: Black Women, Media, and the Uses of Strategic Ambiguity*. NYU Press.

Week 9 & 10: Gender & Media/Social Media Representations

The sessions will focus on gender representations in short visual narratives, long visual narratives and social media and how this latter reproduces gender representation through the technical infrastructure. In the two sessions students will be trained to read codes of gender in all types of media.

Your preparation for the class: watch “le Fabuleux Destin d’Amelie Poulain”



Co-funded by the
Erasmus+ Programme
of the European Union