



Textbook Development



Part1: Maghrebin Women's Writing

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General Objectives

The first part aims to:

- Explore Women's writing from the Maghreb.
- Focus on the literary theory of diverse places and historical periods.
- The role of gender in shaping texts as a product of particular cultures and historical moments, especially unfamiliar ones.
- Challenge cultural norms and limits of analysis/criticism to create a richer experience of the texts, including multiple interpretations of the text as a complex fabric.

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Outline

Introduction

- 1- Historical background
- 2- Maghrebi Narrative and the Female voices

In depth Case Studies + Tasks

Fatima Mernissi + excerpts

Assia Djebbar + excerpts

Follow up Activities

Suggestions for further reading

Conclusion

Glossary

References

Introduction

- Literary approach to the Study of Gender from a Maghrebin perspective.
- Women Writers in the Maghreb: *Beyond the Veil* by Fatima Mernissi.
- Resistance and Self-Fulfilment: Assia Djebar's '*A Sister to Scheherazade*'
- Key terms and concepts.
 - Feminism/femininity
 - Gender representation
 - Male and female stereotyping
 - Culture & identity



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Historical Background

The main focus of the unit is to address the Maghrebi Women's Writing from a variety of time periods, backgrounds and genre as a means to discuss the difficulties of achieving a public voice and representing female experiences, the effects of female women's voices and experiences being silenced.

It further addresses the narrative methods women use to challenge and even subvert social expectations about female identity.



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Historical Background

To explore what kind of stories women choose to tell, and what images and themes they have chosen to focus on over time, we will be able to determine how gender can unify women and provide them with a sense of power, while by paying particular attention to such elements of difference as class and culture we will be able to appreciate the word “women” as representatives of multiple experiences and possibilities.



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Maghrebi Narrative and Female voices

Literary fiction has always provided an outlet for social and political critique. In the writing of key Maghrebi women authors, the dissection of Maghrebi society is at the very heart of the narratives. The rise of postcolonial literature written by women from the Maghreb. Here is a comparative analysis of three of the region's most prominent contemporary authors: Fatima Mernissi (Morocco), Assia Djebar (Algeria), and Souad Guellouz (Tunisia).



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Maghrebi Narrative and Female voices

These writers are united in their depictions of a post-independence socio-political malaise in the Maghreb; their explorations of marginalised women's voices; and, their own quests for their voices to be heard beyond the rigid constraints of patriarchy. This part is an essential comparative reading for students and researchers wishing to understand the connections between literature, history and culture in postcolonial North Africa and particularly the maghreb.



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Fatima Mernissi

The Moroccan writer and sociologist Fatima Mernissi, known for her pioneering work in the field of Islamic feminism. Her work also touched on broader issues of human rights and democracy in the Arab and Muslim worlds.



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Fatima Mernissi

Her best known work, *Beyond the Veil*, examines Islam from a feminist perspective and critiques traditional, male-dominated interpretation. Mernissi was "the first woman to have the great courage to take up various themes considered taboo around the interpretation of the Koran and the texts of the Islamic tradition".



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Fatima Mernissi

Fatima Mernissi was a feminist who spent her life trying to improve the lives of Muslim women. She was a sociologist in Morocco, known for her best-selling book *Beyond the Veil: Male-Female Dynamics in Modern Muslim Society*.



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Fatima Mernissi

In one of her speech, she says, "Women are builders of civil society. We are the ones who are going to build it. You know why? We have no choice.

Either you shut up and you are humiliated or you do what I'm doing. You scream.



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Assia Djebar

The feminist writer and filmmaker who depicted the lives of Muslim women and makes space for their participation in the struggle for national independence.

She presents colonial and traditional history using several techniques which successfully decenters the colonizer's version of history.



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Assia Djebar

Djebar, who was born and raised in Algeria and who was regularly named as a key contender for the Nobel prize in literature, died on 7 February in a Paris hospital. She was 78.



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Assia Djebar

French president François Hollande paid tribute to the writer on learning of her death, with a statement describing her as a “great intellectual” and a “woman of conviction, with multiple fertile identities which fed her work, between Algeria and France, between Berber, Arab and French”.



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Assia Djebar

Djebar's American publisher Seven Stories Press, which released three of her works in English translation, *Algerian White*, *So Vast the Prison*, and *The Tongue's Blood Does Not Run Dry*, called her an “admired and beloved author, translator and filmmaker”.



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General Conclusion

Follow-up Activities

References





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Part 2: Gender and Professional Development

Saida Hdii

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Objectives

This part is designed to

- enable students to improve their abilities to relate their learning to the requirements of professional life
- transfer these abilities to future careers and lifelong learning.
- improve strategies that can contribute to personality change in a positive way to reach equality and improve skills useful in all areas of life.

Outline

Introduction

1. Gender issues in Professional Development
 - Career promotion and discrimination
 - Gender problems in workplaces
 - Collaboration and collegiality between men and women at work
 - Gender leadership

Outline

2. Developing gender awareness among students while improving these professional talents:

- leadership skills
- Team work
- professional communication
- volunteering for seminars and giving presentations
- learning constructive criticism
- Developing a Professional Resume
- Conducting Interviews
- Applying for a job

Outline

3. Gender and ICT

- Digital divide between men and women in the use of the Internet
- Gender and social networks
- Achieving gender equality through ICT

Conclusion



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Part 3: Gender in Media

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Objectives

- The third part seeks to
 - consolidate students' knowledge and understanding of the cultural construction and representation of gender in contemporary media;
 - familiarize students with the notion of gender and its operation in society.
 - present them an up-to-date assessment of the key issues and debates.



Textbook Development



Outline

Introduction

1. Analysis of media texts

2. Representations

3. Representations of gender

4. Digital Culture:

Conclusion

Glossary

General Focus Questions

References

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- Each chapter includes the following elements:
- notes on key terms and concepts.
- Examples from a rich range of media forms, including advertising, films, radio, newspapers, magazines, etc.
- In depth Case Studies + Tasks
- Follow up Activities
- Suggestions for further reading

Introduction

- why study gender and Media (the importance of the theme)
- A Media Literacy Approach to the Study of Gender (how can we achieve media literacy)
- Key terms and concepts.



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Analysis of Media texts

- Introduction
- Semiotics:
 - De saussure
 - Charles Pierce
 - Roland Barthes.
- Ideological Analysis

Analysis of Media texts

- Narrative structure:
 - Vladimir Propp
 - Tzvetan Todorov
 - Claude levi Strauss
 - Barthes
- Case study: voices in the radio/ TV ads
- Summary

Representations

- Introduction
- Definition of key terms.
- Representation Vs reality.
- How representations work.
- Questioning representations
- Analyzing stereotypes.
- Case study: Stereotyping in a Moroccan movie ‘masir mra?a’ by Nabil Ayouche
- Summary

Representations of gender

- Introduction
- Changes in gender portrayal
- Representation of femininity
- Representation of masculinity.
- Intersectionality: gender and race
- Intersectionality: gender and ethnicity
- Male and female stereotypes
- Case study: Comparison between the covers of men and women magazines
- Summary



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Digital Culture

- Introduction.
- online self-representation : two modes: visual and written
- gender and self-Branding .
- Case study: Social media: facebook.
- Summary



Textbook Development



Conclusion

General focus questions

References

Part 4

➤ Gender Representations in the Moroccan Culture

- Prof. Hayat Naciri
- USMS, Beni Mellal

Objectives

- The focus of the part is to
- deepen students-researchers' knowledge of gender cultural representations
- offer them the adequate critical tools and techniques of approaching and analyzing gender similarities and differences.
- This course addresses the questions of how "woman" and "the feminine" have been represented in various cultural systems, and how actual women have functioned as creators of literature, art, music, films, and other cultural

Objectives

- The part is designed to provide students with an understanding of gender as a social and cultural construct from a transdisciplinary perspective
- to analyze and understand the basic mechanisms behind gender relations differentiation
- Cultural representations of gender will be studied to enable students to examine the conceptual foundations to gender and cultural representations, and investigate the socially-constructed roles of women and men which are attributed to them on the basis of their sex across cultures and spaces.

Gender Representations in the Moroccan Culture

- Introduction
- Gender perceptions in the Moroccan Culture
- Gender and Illiteracy
- Gender and Employment
- Domestic Violence in Morocco
- Conclusion
- Follow-up activities
- Further Reading

Introduction

- Why study cultural representations of gender in Morocco
- Key terms and concepts: Gender (in/equality), gender stereotype, culture, (mis)representations, segregation, dichotomy, prejudices, social construct, etc

Gender Perceptions in the Moroccan Culture

- Introduction
- Social Segregation
- Public and Private Sphere Dichotomy
- Conclusion
- Follow-up activities
- Further Reading

Gender and Illiteracy

- Introduction
- The Causes of Female Illiteracy:
 - Educational Constraints
 - Socio-economic Constraints
 - Environmental Constraints
 - Socio-cultural Constraints
- The Vicious Circle of Illiteracy
- Approaches to Overcome Illiteracy
- Conclusion
- Follow-up Activities
- Further Reading

Gender and Employment

- Introduction
- Gender problems at workplace (inequality, sexual harassment, hierarchy, leadership, etc.)
- Value and pay: segregation; overvaluation of “men’s” and undervaluation of “women’s” work
- Division of labour in the urban and rural areas
- Conclusion
- Follow-up activities
- Further Reading

Domestic Violence in Morocco

- Introduction
- **Types of domestic violence:** Physical, psychological, sexual and economic
- **Causes of domestic violence:** drugs and alcohol, Societal factors, socio-economic factors
- **Effects of domestic violence:** physical outcomes, psychological outcomes, impact on children
- **Approaches to curb domestic violence:** Legislative approach, religious approach, awareness-raising approach
- Conclusion
- Follow-up activities
- Further Reading

- General Conclusion
- General focus questions
- References