"WOMEN AND THE MEDIA: BEFORE THE PUBLIC -- AND AFTER"

Spring Semester 1983
Downtown, Wednesday Evening

Just as long as newspapers and magazines are controlled by men, every woman upon them must write articles which are reflections of men's ideas. As long as that continues, women's ideas and deepest convictions will never get before the public.

-Susan B. Anthony

The theme of this course is the difference between women's images as portrayed in establishment or 'straight' versus alternate or feminist media -- a difference that commonly revolves around whether women are the manikins or creators of their own images.

The media are important as producers or re-producers of reality. They define reality by acting as shapers, reinforceers, and selectors. And they do it a lot. This is why we are examining the media's impact, rather than poetry's, on women.

Within the overall context of popular culture and its impact via the whole range of media, the course will focus on magazines in particular. Students will examine both sides of the picture -- mass circulation and the effects of its depictions of women (including its accessibility as a career for women), as well as small feminist publications that promulgate a new image and an alternate reality.

The course follows a triple screen approach (in keeping with modern technology), taking three simultaneously linear strands:

(i) show and tell lectures (with brief readings to orient students to the topics)

(ii) readings which provide the groundwork and address the basic questions of what the media do? (create images); how they do it? (decision-making); and who does it (access);

(iii) students' work/tutorials

Readings:

Most other readings will be found in the reprint package, which will be available at the Downtown Office. (This will be sold at cost).
Evaluation  30% oral presentation - a comparative analysis of two publications, one mass circulation and one feminist;

50% media log - students will keep a weekly media log throughout the course to develop a sensitivity to their media-saturated environment. It will be a record of not only observations but reflections, tracing the relationship between the bombardment of external images and the student's own perceptions and experiences;

20% class participation.

Lecture:    Wed. 6:30 - 8:20

Tutorials:  Wed. 5:30 - 6:20
            Wed. 8:30 - 9:20

This course may be used for Communication Credit

Students who have credit for W.S. 301 in 82-2 (S.S.) may not take this course for further credit.