Women's Studies 301-3  
"WOMEN AND THE MEDIA"

Spring Semester 1984  
Downtown

Instructor: Eleanor Wachtel

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

This course examines not only the manifest images of women in the media, but the way in which media reconstruct reality. Using both print and broadcast media, the decision-making process is studied in terms of its relation to the perpetuation of ideological goals. This affects women in particular in terms of their exclusion from the news-agenda and manipulation as a decorative component.

To address the question of ownership and control, we focus on a comparison of mainstream commercial magazines with small feminist ones since this is one arena where an alternative to the mass media does exist.

Finally, we consider the participation rate of women as professionals in the media and its impact or potential.

Readings:


Most other readings will be found in the reprint package, or on reserve downtown.

Evaluation:

40% Research Project - students will engage in research that entails direct analysis of some form of media, and in some instances, the collection of original data.
25% Midterm Exam
35% Class participation which includes five short exercises and a discussion of readings.

COMMUNICATIONS STUDENTS MAY TAKE THIS COURSE FOR CREDIT TOWARDS THEIR MINOR/MAJOR.


*Images of Women* Report of the Task Force on Sex-role stereotyping in the broadcast media, CRTC, Minister of Supply & Services, 1982.


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All of the above are on 24 hour reserve, except for Berger's *Ways of Seeing* (2 hrs).