Any contemporary social movement in the Western world must operate on a political and cultural terrain which is heavily influenced by media. Feminism is no exception. This course poses the general question: what are the implications for feminism of our mass-mediated environment? Subsidiary questions include the following: How are we to understand media’s ideological effectivity? Can we locate some common patterns of media representation of feminism? Do media operate as brakes to the spread of feminist thought and action? To what extent is the current "backlash" against feminism fanned by the mass media? Are there ways in which we could use mass media in the service of the emancipatory project of feminism?

We will explore these issues through an examination of how various media (primarily television, newspapers, and film) "handle" the question of feminism. We will look at both news and entertainment forms of media representation, and we will consider the role of women/feminists working within media organizations.

REQUIRED READING
Susan Faludi: _Backlash_
Tania Modleski: _Feminism Without Women_
bell hooks: _Yearning: Race, Gender and Cultural Politics_
As well 4 or 5 articles will be placed on Reserve in the Library.

COURSE REQUIREMENTS

In class mid-term exam 20%
Presentation/participation 10%
Media journal and 5 page summary/synthesis 40%
Take-home final exam 30%

STUDENTS MAY APPLY TO THE COMMUNICATION DEPARTMENT TO HAVE THIS COURSE DESIGNATED AS CREDIT TOWARD THE COMMUNICATION MAJOR REQUIREMENTS.

STUDENTS MAY APPLY TO CANADIAN STUDIES TO HAVE THIS COURSE DESIGNATED AS CREDIT TOWARD THE CANADIAN STUDIES MAJOR REQUIREMENTS.

THIS COURSE MAY BE APPLIED TO THE CERTIFICATE IN LIBERAL ARTS