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Programme: M.A Gender Studies

**Course Title: Gender Representation in Media:
Feminist Critique**
Code: CC-VII

Unit- V- Changing perspectives of Alternate Media

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Introduction to Social Media and Communication

Social media platforms like Facebook, Twitter, and WhatsApp have revolutionized communication. They allow individuals to connect, share ideas, and express opinions. These platforms are increasingly used for both personal and professional purposes, but they also present challenges in terms of misinformation, privacy concerns, and gender stereotypes.



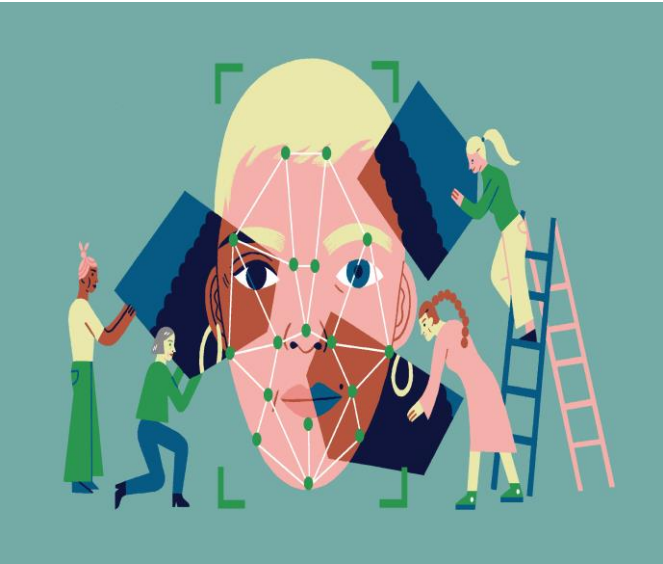
Uses of Social Media in Development & Communication

- ▶ **Connection and Collaboration:** Social media helps in bringing people together for community development, advocacy, and collective action.
- ▶ **Information Sharing:** It allows quick dissemination of information for educational and awareness purposes.
- ▶ **Campaigns and Social Movements:** Platforms such as Twitter have been central in movements like #MeToo and #BlackLivesMatter.

Misuses of Social Media

- ▶ **Cyberbullying and Harassment:** Social media is often used to target individuals, especially women and marginalized groups.
- ▶ **Spread of Misinformation:** False news and rumors can spread rapidly, causing harm to societies.
- ▶ **Privacy Violations:** Personal data is often exploited for marketing or surveillance.

Feminist Communication Methodology



- ▶ **Empowering Women:** Amplifying the voices of women in media.
- ▶ **Challenging Patriarchy:** It critiques media that perpetuates gender norms and stereotypes.
- ▶ **Inclusive Narratives:** It highlights the importance of including diverse perspectives, particularly those of marginalized women.

Structuralism and Methodology

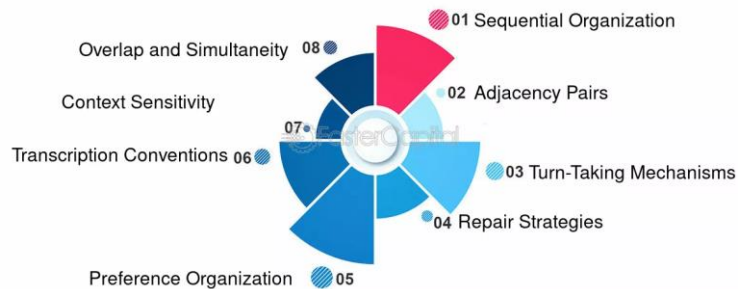
- ▶ Structuralism examines the structures that influence communication, emphasizing how language and social systems shape meanings.
- ▶ Binary Oppositions: Concepts like male/female, good/bad, which are often deeply ingrained in media.
- ▶ Identifying Systems: Recognizing how societal structures influence communication and reinforce power dynamics.



Conversation Analysis (CA) in Media

- ▶ Conversation analysis examines how people interact in conversation.
- ▶ Interaction Patterns: Analyzing online discussions to uncover power dynamics, such as how men dominate conversations.
- ▶ Gender and Language Use: How women and men use language differently and how these differences impact their visibility and participation in discourse

Introduction to Conversation Analysis



Critical Discourse Analysis (CDA)

- ▶ Critical Discourse Analysis studies how language structures reflect and perpetuate social inequalities, including gender.
- ▶ Language and Power: Investigates how media language reflects patriarchal ideologies and the marginalization of women.
- ▶ Media Representation: Analyzing how gender stereotypes are embedded in media narratives.

Post-structuralism challenges

- ▶ **Multiple Interpretations:** Media messages are open to multiple interpretations based on individual and societal contexts.
- ▶ **Deconstructing Gender Norms:** Post-structuralism allows us to question and deconstruct traditional gender roles depicted in media.

Post-Structuralist Discourse Analysis

- ▶ Post-structuralist discourse analysis focuses on how language and discourse create and challenge power relations.
- ▶ Gender Fluidity: Encourages the exploration of non-binary and fluid gender identities in media.
- ▶ Subverting Norms: It aims to challenge stereotypical portrayals of gender in favor of more inclusive representations.

Creating Gender-Sensitive Visuals and Documentaries

- ▶ **Identifying Gender Stereotypes:** Recognizing and analyzing traditional portrayals of gender in media.
- ▶ **Inclusive Portrayal:** Creating visuals, documentaries, and campaigns that represent diverse genders and break down stereotypes.
- ▶ **Alternative Narratives:** Presenting gender-sensitive portrayals that empower all genders and reflect real-life diversity

Changing Perspectives in Alternate Media

- ▶ **Rise of social media:** Platforms like Twitter, Instagram, and YouTube allow for more diverse, unfiltered gender representations.
- ▶ **Gender-sensitive communication:** New media offers a space for marginalized voices, including women and non-binary people.
- ▶ **Impact:** Social media campaigns like #MeToo and #TimesUp are reshaping conversations around gender inequality.

Gender Audit in Reality Shows

- ▶ **Reality TV analysis:** Examines how gender roles are portrayed in popular reality shows.
- ▶ **Gender audit:** Studies the representation of men and women, looking for bias or stereotypes.
- ▶ **Impact:** Gender audits highlight areas where reality shows perpetuate inequality or offer opportunities for positive change.

Conclusion and Future Perspectives

- ▶ **Summary:** Media is a powerful tool in shaping gender roles, and feminist communication theories provide critical frameworks to understand these dynamics.
- ▶ **Future directions:** Media must continue to evolve towards more inclusive, gender-sensitive portrayals.
- ▶ **Call to action:** Encourage the creation of media content that challenges stereotypes and promotes gender equality.

Thank You