

WGS. 101 SESSION #17 OUTLINE

1. **Advertising Gender: *Killing Us Softly 4***: Debating the Power of Commercial Propaganda; Defining Media Social Change Strategies
2. Oral Presentations
3. Gendered Analysis of Television: TV as “Domestic Appliance” of the 1950s; TV and the “Feminine Mystique”
4. History of TV: Broadcast Television as “Consensus Culture”; Control of Advertising over Content in 1950s America
 - Gender and Genre: History of Dominant Televisual Narrative Forms: Episodic Series: Comedy/Sitcoms, Drama (Medical, Crime), Melodrama/“Soap Opera”
 - Narrative Pleasure for Audiences of Different Genres/Genders: Intertextuality and Meaning
 - From 1980s on: From Broadcasting to Narrowcasting and the Rise of Cable and Filmic TV: Second “Golden Age of TV”
 - Impact of New Technologies: Remotes, VCRs, DVRs/TIVO, Internet
 - End of “Appointment Television” and the Emergence of Individualized Television
 - Countertrends: Reality TV and Gender Roles: Low-Cost Production and Stereotypes
5. Discussion: TV Show assignment
6. Influence of the Civil Rights, Feminist, Elder Rights and LGBTQ+ rights movements on television: Monitoring representation: Media Watch organizations (NAACP, NOW, Gray Panthers, GLAAD) – “Outside”/Reception Strategies
 - Public recognition of “Representational Progress” (e.g., NOW, GLAAD, NAACP Image Awards)
 - “Outside”/Production Strategies: Independent documentary houses (Media Education Foundation Women Make Movies, Impact Partners) and filmmakers
 - Pathways to Change: “Insider”/“Outsider” Strategies
 - Production: Directly Influencing Representation: Feminist/LGBTQ+ consultants and the media; Women in Film and Video
 - Production: alternative media production (e.g., feminist documentary film), entering/transforming the mainstream media – e.g., Dove Campaign
 - Reception: media literacy, consumer activism, boycotts, social media

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WGS.101 Introduction to Women's and Gender Studies
Fall 2014

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