

Gender & Media

Curriculum:

- Unit I** Feminism: Feminism in India, Feminism and Media, Feminist Policy Perspectives for Development, National Policy for Empowerment of Women.
- Unit II** Mass Media and Women's Empowerment, Health and Women's Empowerment, Environment and Sanitation, Education, Employment and Women Empowerment, Communication Strategies in Child Survival.
- Unit III** Feminism in Main Stream Media – Teleserials – Stories, Cartoons and Women Magazines and Supplements.
- Unit IV** Women and Politics, Violence against Women, Mass Media Images of Women, Implications for National Communication Policy and Women's Empowerment.

Reference Books :

1. Bhasim K: Women and media – Analysis alternatives and action New Delhi.
2. Butlet Matilda: Women and mass media, New York, Human science press, 1980.
3. Indian Journal of Gender Studies; Sage Publications.
4. Unequal opportunities the case of the women and media paris UNECO, 1981 - Gallagher– Margret.