Journalism, Advertising, and Media Studies 661  
Seminar in Media Communication and Society  
Gender and Popular Culture  
Spring 2017  
Monday and Wednesday, 9:30 – 10:45 AM, LUB S233

Professor: Elana Levine  
Office: 586 Bolton  
E-Mail: ehlevine@uwm.edu  
Office hours: Monday and Wednesday, 11AM – 12:15PM

Course Description  
This course is an upper-level undergraduate (and introductory-level graduate) examination of the relationship between gender and popular culture, focusing largely on the U.S./western context and the present day, although we will touch on non-western and historical questions. While we will consider representations of gender in popular cultural texts, the course more heavily examines how and why various popular cultural forms are gendered and how and why the audiences and users of such forms do or do not identify along gendered lines in their practices of cultural consumption. Because the focus is on gender as a category of identity we will consider both feminized and masculinized cultural forms and practices, and will seek to understand how these identities get distinguished from one another, as well as what the social and cultural impact of such processes of differentiation might be. Students are expected to conduct original research as well as to engage actively with course readings and discussions.

Course Objectives  
By the end of this course, you will:  
1) understand key theories of gender and sexuality;  
2) comprehend the theories and methods of feminist media studies;  
3) develop your knowledge about a number of popular cultural forms;  
4) improve your research, writing, and analysis skills through class discussions and course assignments; and  
5) deepen your understanding of media as a cultural force and as an object of scholarly inquiry

Readings:  
Book:  
on reserve at the Golda Meir Library & available online through the library

Additional readings available on D2L