



## COURSE GUIDE

2024/25

**Faculty** 323 - Faculty of Social and Communication Sciences

**Cycle** .

**Degree** GPUBLI31 - Bachelor's Degree in Advertising & Public Relations

**Year** .

## COURSE

27170 - Communication, Genre & Mass Culture in the Contemporary World

**Credits, ECTS:** 6

## COURSE DESCRIPTION

The aim of the subject is to help the student to interpret the different manifestations of mass culture (literature, film, television, advertising and fashion...) from a point of view that integrates the gender dimension. Students will learn to interpret the cultural manifestations of the 19th and 20th centuries as expressions of a given State of relations between the genders.

The subject contributes to developing the degree's general competencies, mostly those that refer to the critical analysis of cultural projects, and, those more related to history, especially the management of information and its organization and transmission both orally and written, individually and collectively.

## COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

### Competencies

G001 - Acquire knowledge and understand the meaning and relevance of theories, concepts and methodologies in the context of the (inter)disciplinary field of communication and especially of advertising and public relations techniques.

G002 - Apply theories and methodological tools to practice in different communicative processes and contexts.

G004 - Analyze, interpret, explain and critically evaluate facts, social processes, texts and communicative projects.

G005 - Communicate and present projects, achievements and results of work and research in different genres, formats and media of advertising and public relations fluently, effectively and with arguments.

G007 - Apply skills and use techniques, technologies and resources to the development of contents and processes of advertising and public relations communication and information in general.

G008 - Plan and design strategies aimed at identifying objectives and planning actions in the context of the development of advertising and public relations projects.

G009 - Acquire knowledge and experience of professional environments and routines in order to approach the reality of the work of the different professional profiles in the field of advertising and public relations demanded by the market.

G010 - Search, select, prioritize and analyze information and documentation in different sources, adapting its content to different forms and narrative strategies.

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within their field of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.

CB4 - Students should be able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

### TRANSVERSALS

CT2 - Social commitment.

CT4 - Ethics and professional responsibility.

CT7 - Critical thinking.

## Theoretical and Practical Contents

1. THE FORMATION OF THE CONTEMPORARY WORLD AND ROUSSEAU'S WORK. The objective is to analyze Rousseau's novel The New Eloise.

2. "THE ANGEL OF THE HOUSE" AND THE PUBLIC SPHERE IN THE 19TH CENTURY. Patmore and Ruskin's literature and Hicks's paintings are the target of our enquiry.

3. THE "MODERN WOMAN" AND SOCIAL DISORDER. The understanding of women's fashion in the 1920s.

4. THE RETURN TO THE HOUSEHOLD AND THE UNHAPPINESS OF WOMEN. The so-called "good wife guides" are the point of departure of our analysis.

5. FEMINISM OF THE 1960S AND 1970S. The analysis of various advertising media of feminism.

6. POSTFEMINISM. The understanding of romantic comedies, "Bridget Jones" or "Legally Blonde".



## TEACHING METHODS

La metodología típica de cada tema es la siguiente:

1. Identificación de un objeto de cultura a analizar.
2. Puesta en común del conocimiento previo sobre el objeto a analizar.
3. Exposición por parte del profesor del contexto histórico en el cual se inserta el objeto de cultura y de los instrumentos conceptuales para su estudio.
4. Trabajo individual del alumnado.
5. Análisis del objeto principal de análisis y de otros relacionados histórica o temáticamente, toda la clase o en grupos reducidos.
6. Conclusiones, recapitulación por parte del profesor y ampliación de los conocimientos adquiridos.

## TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	46		14						
Horas de Actividad No Presencial del Alumno/a	69		21						

**Legend:** M: Lecture-based S: Seminar GA: Applied classroom-based groups  
 GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups  
 TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

## Evaluation methods

- Continuous evaluation
- End-of-course evaluation

## Evaluation tools and percentages of final mark

- Exercises, cases or problem sets 25%
- Individual assignments 50%
- Oral presentation of assigned tasks, Reading 25%

## ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

- June Sitting.
- June Exam (Four Questions): 6 points.
  - Assignments: 4 points.

## EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

- July Sitting
- July Exam (Practical/Theoretical Questions): 10 points

## MANDATORY MATERIALS

The materials can be found on eGela.

## BIBLIOGRAPHY

### Basic bibliography

- BASCAGLI, Maurizia. Eye on the Flesh: Consuming the Male Body (Cultural Studies) Westview Press Inc, 1996.  
 BORDO, Susan. The Male Body in public and in private, Farrar, Strauss and Giroux, 1999.  
 CONNELL, Raewyn: Masculinities, University of California Press, 2005.  
 CONOR, L. The Spectacular Modern Woman: Feminine Visibility in the 1920s. Indiana University Press, 2004.  
 CONOR, Liz (ed.), A Cultural History of Women in the Modern Age, Bloomsbury Academic, 2015  
 DE LA HAYE, A., and E. WILSON. Defining Dress: Dress as Object, Meaning, and Identity. Manchester University Press, 1999.  
 DUDINK, S., K. HAGEMANN, and J. TOSH. Masculinities in Politics and War: Gendering Modern History. Manchester University Press, 2004.  
 DUDINK, Stefan, Hagermann, Karen and Tosh, John (eds.), Masculinities in Politics and War: Gendering Modern History, Manchester University Press, 2004.  
 Faull, K. M., C. D. Atwood, C. Bruns, P. C. Dubois, R. Jarrell, H. Lempa, P. Peucker, R. D. TOBIN, and R. TRUMBACH. Masculinity, Senses, Spirit. Bucknell University Press, 2011.  
 FORTH, C. E. Masculinity in the Modern West: Gender, Civilization and the Body. Palgrave Macmillan, 2008.  
 FOUCAULT, Michel: The History of Sexuality: An Introduction, Knopf Doubleday Publishing Group, 2012.  
 HONEYWILL, R. The Man Problem: Destructive Masculinity in Western Culture. Palgrave Macmillan US, 2016.  
 James A. SCHULTZ, Courtly Love, the love of Courtliness, and the History of Sexuality, Chicago y Londres, The University of Chicago Press, 2006.



Maurice KEEN, Chivalry, New Haven y Londres, Yale University Press, 2005.  
MORCILLO, Aurora G., The Seduction of Modern Spain. The Female Body and the Francoist Body Politic, Lewisburg, Bucknell University Press, 2010.  
MOSSE, George: The Image of Man: The Creation of Modern Masculinity, .Oxford University Press, Incorporated, 1998.  
REESER, T. W. Masculinities in Theory: An Introduction. Wiley, 2011.  
SHOWALATER, Elaine. Sexual Anarchy. Gender and Culture at the Fin de Siècle, Penguin Books, 1990.  
TOSH, John. Manliness and Masculinities in Nineteenth-century Britain: Essays on Gender, Family, and Empire, Pearson Education, 2005.  
YUVAL-DAVIS, N., F. ANTHIAS, and J. CAMPLING. Woman, Nation, State. Macmillan, 1989.

### Detailed bibliography

CHICHARRO MERAYO, Mar (2013). "Representaciones de la mujer en la ficción postfeminista: Ally McBeal, Sex and the City y Desperate Housewives". Papers, 98/1, pp. 11-31  
CONNELL, Raewyn: Masculinities, University of California Press, 2005.  
DURÁN M. Á. y CAPEL R. M.: Mujer y sociedad en España: 1700-1995, Instituto de la Mujer, 1986.  
GENZ, Stephanie y BRABON, Benjamin A. (2009), Postfeminism. Cultural Texts and Theories. Edimburgo, Edimburg University Press.  
MCROBBIE, Angela (2010). "¿Las chicas arriba? Las mujeres jóvenes y el contrato sexual posfeminista". Debate Feminista, 41, pp. 113-135.  
SERRANO, Carlos y SALAÜN, Serge, Los felices años veinte. España, crisis y modernidad, Madrid, Marcial Pons, 2006.

### Journals

Gender and Society  
Feminist Media Studies  
History and Anthropology  
Cultural Studies  
Gender and History

### Web sites of interest

See the links on eGela.

### OBSERVATIONS

C3CC01: Understand and critically evaluate the ideas, concepts, theories and strategies of advertising and public relations to the management of communication, in the context of the processes of economic and communicative globalization.  
C3CC03: Discriminate, value and apply principles, techniques and processes of graphic design and audiovisual narrative to the development of projects, identifying aesthetic trends and styles in advertising productions, integrating the gender issue.  
C3CC04: Apply techniques and strategies to the diagnosis and management of communication and public relations in different communication contexts, media and organizational environments.  
C4CC06: Develop critical ethical thinking applied to the processes of advertising communication and public relations, from the knowledge and respect for the fundamentals of law.