**Course Name**
GNDS 125/3.0 Gender, Race, and Popular Culture

**Contact Hours**
Held online (onQ): May 7 – July 27.

**Course Description**
This course explores popular culture from feminist and anti-racist perspectives. Students examine how gender, race, sexuality, class, ability, and nationality are constructed and reproduced in a variety of media, and specifically through the processes of production, consumption, and representation that shape popular culture. Students will consider how social, political, and historical forces influence media practices and audience consumption preferences, as well as how the ways pop culture can be empowering and contribute to important social justice movements. The purpose of this course, therefore, is to expose students to a wide range of representations in contemporary popular culture, invite critiques of mass media, and illuminate how gender and racial inequalities are reproduced throughout popular culture. Because this is an introductory course, no prior knowledge base will be assumed.

**Required Course Materials**
- Custom Course pack, Oxford University Press.
- Steady, reliable internet connection.

**Course Objectives**
- Define key concepts and theories drawn from gender and feminist studies, anti-racist and postcolonial studies, and media studies;
- Critically analyze the relationship between media and ideology;
- Explain how power, privilege, and oppression are implicated in cultural processes of production, consumption, and representation;
- Apply a feminist and critical-cultural lens for reading constructions and representations of gender, race, sexuality, class, and nationhood in popular culture;
- Utilize an intersectional lens to illustrate how hierarchical social divisions are replicated in production and consumption processes of pop culture;
- Develop written communication skills in becoming “conversational partners” on difficult topics.

**Course Evaluation**
- Critical Response #1: 10%
- Critical Response #2: 15%
- Online Discussion #1: 10%
- Online Discussion #2: 10%
- Essay Assignment: 25%
- Final Exam: 30%

**Course Outline/Topics**
- Production of pop culture: behind the scenes.
- Representations of gender, race, class, sexuality, ability, and nation in pop culture.
- Audiences and the consumption of pop culture.
- Applying intersectionality theory to critically analyze pop culture and media.
- Developing media literacy.
- Pop culture, resistance, and activism.
- Areas of pop culture explored: film, television, music, sports, arts, social media, comedy, news reporting and journalism, advertising, fashion.