



The University of Victoria, Department of Gender Studies
Spring 2021

GNDR 200 POPULAR CULTURE AND SOCIAL MEDIA

Contact info:

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Course Description:

This course focuses on the social construction of sex and gender on major social media platforms and online networking sites. Topics of consideration include education, expression, identity, criticism, capital, violence, activism, and community.

Objectives:

Positioning our understanding of social media and pop culture through a feminist, queer, intersectional lens, this course: a) explores the connections between content on virtual platforms and social relations of race, class, gender, and b) considers how social, political, and historical forces influence both media practices and viewership.

Key Readings for course:

Readings on the history and use of pop culture, media platforms and data analysis are paired with contemporary tools such as videos, audio stories and interactive online journalism.

Evaluation:

In addition to online forum engagement, written assignments and contemporary media text analysis, this class is anchored by active and dedicated group work. With a team, you will develop, record, edit, and present a podcast episode.