1. **Advertising Gender: Killing Us Softly 4**: Debating the Power of Commercial Propaganda; Defining Media Social Change Strategies

2. Oral Presentations

3. Gendered Analysis of Television: TV as “Domestic Appliance” of the 1950s; TV and the “Feminine Mystique”

4. History of TV: Broadcast Television as “Consensus Culture”; Control of Advertising over Content in 1950s America
   - Gender and Genre: History of Dominant Televisual Narrative Forms: Episodic Series: Comedy/Sitcoms, Drama (Medical, Crime), Melodrama/“Soap Opera”
   - Narrative Pleasure for Audiences of Different Genres/Genders: Intertextuality and Meaning
   - From 1980s on: From Broadcasting to Narrowcasting and the Rise of Cable and Filmic TV: Second “Golden Age of TV”
   - Impact of New Technologies: Remotes, VCRs, DVRS/TIVO, Internet
   - End of “Appointment Television” and the Emergence of Individualized Television
   - Countertrends: Reality TV and Gender Roles: Low-Cost Production and Stereotypes

5. Discussion: TV Show assignment

   - Public recognition of “Representational Progress” (e.g., NOW, GLAAD, NAACP Image Awards)
   - “Outside”/Production Strategies: Independent documentary houses (Media Education Foundation Women Make Movies, Impact Partners) and filmmakers
   - Pathways to Change: “Insider”/“Outsider” Strategies
   - Production: Directly Influencing Representation: Feminist/LGBTQ+ consultants and the media; Women in Film and Video
   - Production: alternative media production (e.g., feminist documentary film), entering/transforming the mainstream media – e.g., Dove Campaign
   - Reception: media literacy, consumer activism, boycotts, social media