

GENDER STUDIES IN COMMUNICATION DEGREES

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INTRODUCTION



IV Beijing Conference

Need to promote gender equality and empowerment of women through the media



Poor implementation of the objectives,
also in the university environment



Project «Mapping Educational Strategies for Creating Gender-sensitive Journalism, Media, and ICT Curriculum»

OBJECTIVE

Identify the subjects in Communication Studies curricula explicitly promoting gender equality in the media and ICTs — in Spanish Degrees

- elements that define them
- relevance



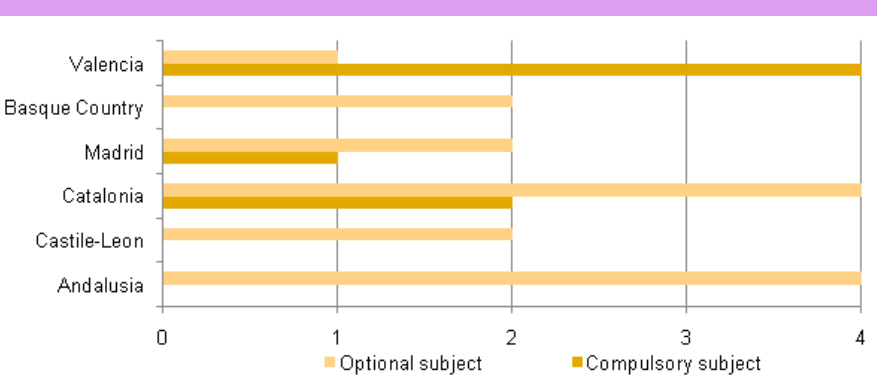
METHODOLOGY

Ex-post facto research with non-experimental approach; descriptive orientation towards improvement

Qualitative data analysis - curricula (ATLAS.ti)

Panel of experts

RESULTS



Panel of experts: little progress in the development of curricula

- 165 Graduate Degrees in the field of Communication, 2017-2018
- 22 subjects explicitly promote gender equality
- 16 different names in the curricula. 75% based on combinations between «gender» and «communication»
- Feminist critical theory is the dominant approach in all the syllabi

CONCLUSIONS



Little presence of this type of subjects



Higher percentage of those subjects in public universities



Minimal relevance as compulsory subject

Endorsement for forthcoming changes of curricula in the European Higher Education Area context

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