

## **Asia in the Global Media: Women, Power, and Future Directions**

### **Course Description:**

For three weeks, this course will explore the role of Asian media in shaping narratives of women empowerment and influencing global media trends. It examines the portrayal of women in various forms of media, including film, television, advertising, and digital platforms, across different Asian cultures. The course will delve into the significance of Asian media in globalizing women empowerment by tackling how media representations reflect and challenge societal norms, as well as the impact of influential female figures in Asian media industries.

### **Course Objectives:**

At the end of three weeks, students are expected to:

- Analyze the role of Asian media in shaping cultural perceptions of women and gender roles.
- Evaluate the impact of media representations on women’s empowerment across different Asian societies.
- Examine the influence of Asian media industries (e.g., K-drama, Bollywood, J-pop, C-drama) on global gender narratives.
- Discuss the contributions of female media figures in Asia and their role in challenging or reinforcing gender norms.
- Compare historical and contemporary portrayals of women in Asian media and their socio-political implications.
- Apply media analysis frameworks to deconstruct gender representations in Asian films, television, and digital media.
- Develop informed perspectives on the future of women’s empowerment in media through research and discussion.

### **Class Schedule:**

Week	Topics	Activities
1	<ul style="list-style-type: none"><li>• Introduction to Asian media industries (film, TV, digital media)</li><li>• Asian media and UN SDGs</li><li>• Historical perspectives on gender roles in Asian societies</li><li>• Theories of media representation and gender</li></ul>	<ul style="list-style-type: none"><li>• Lecture and discussion</li><li>• Case Study</li><li>• Group Activity</li></ul>

2	<ul style="list-style-type: none"> <li>• The rise of strong female leads in K-dramas, Bollywood, and Asian cinema</li> <li>• Women in media production: Directors, producers, and writers</li> <li>• Feminism, activism, and digital media in Asia</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture and discussion</li> <li>• Panel Discussion</li> <li>• Media Analysis</li> </ul>
3	<ul style="list-style-type: none"> <li>• How Asian media shapes global perceptions of women</li> <li>• Women's roles in K-pop, J-pop, and entertainment industries</li> <li>• Southeast Asia Media (film, television, digital media)</li> <li>• Future trends: AI, digital feminism, and changing gender norms in media</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture and discussion</li> <li>• Comparative Analysis</li> <li>• Final Reflection</li> </ul>

#### Suggested Readings:

Cao, Y., Han, C., Liu, X., & Hale, A. (2021). 'She is like a yakshini': Character construction via aggressive humour in Chinese sitcom discourse. *The European Journal of Humour Research*, 9(4), 110-130.

Chen, Y. (2008). From ideal women to women's ideal: Evolution of the female image in Chinese feature films, 1949-2000. *Asian Journal of Women's Studies*, 14(3), 97.

Pawitan, Z., & Fetrianggi, R. (2021). Representation of Muslim women in Indonesian film posters with Islamic nuance. In *3rd International Conference on Arts and Design Education (ICADE 2020)* (pp. 125-128). Atlantis Press.

Rapanot, C. E., Paragas, F., Mangalus, M., Hoggang, C. F., & Agonos, M. J. (2020). Reading gender by the column inch: Analyzing gender representation in Philippine print advertisements. *Plaridel*, 18(1), 265-293.

Riggs, R. E., Melhem, S., Pérez, C., Smith, C., & Punyanunt-Carter, N. M. (2023). Understanding American college students' perceptions of Asians on television. *Media Asia*, 50(1), 97-109.

Kaur, K. (1993). Malaysian media and the Malaysian woman. *Media Asia*, 20(2), 82-89.

Sharma, S., Weerackody, I., Panday, N. R., Mujahid, S. A., & Musa, A. B. M. (1987). Women and the Media in South Asia. *Media Asia*, 14(4), 218-227.

<https://doi.org/10.1080/01296612.1987.11726265> Goodall, H. (2012). Media's Influence on Gender Stereotypes. *Media Asia*, 39(3), 160-163. <https://doi.org/10.1080/01296612.2012.11689932>