

FER SCHOOL SYLLABUS

Course

GENDER, RELIGION, MEDIA, AND AI

Thursdays Live Chat, 6:30–8:00 p.m.

Semester: Winter semester of the 2026/2027 academic year

Number of ECTS credits: 4

Total contact hours: 45

Language of instruction: English

Teaching methods: Lectures, discussions, media content analysis, case studies, and student presentations

Course Description

Building on research concerning the important role of the media in communicating information and knowledge, in the socialization and self-perception of young people, and in the formation of identities, the course examines the relationship between media, religion, and gender. Drawing on relevant academic literature and research, particular attention is given to representations of women in the media, with a special emphasis on portrayals of women in films dealing with religious themes.

The course explores the position, role, and visibility of women in religious and secular media, particularly their representation as authors, editors, journalists, interviewees, theologians, scholars, and experts. Through case studies, students will analyse the images that the media construct of women, their social roles, family life, religiosity, and authority, as well as whether the media reproduce gender stereotypes or create space for plural, non-stereotypical, and emancipatory representations. Particular attention is given to the relationship between expertise, media visibility, and gendered patterns in the selection of interviewees and expert commentators.

An important part of the course is devoted to the analysis of new digital technologies and artificial intelligence. The course will examine how algorithms operate, the data used to train artificial intelligence systems, and the ways in which such systems may adopt, reproduce, and further reinforce existing gender, racial, class, cultural, and religious biases.

Learning Outcomes

After completing this course, students will be able to:

- demonstrate knowledge and a deeper understanding of the position and role of women in the media;
- independently reflect on and analyze the relationship between media, religion, and gender;
- analyze, synthesize in writing, and establish connections between academic literature from the interdisciplinary fields of media, religious, and gender studies;

- draw on their knowledge of media structures and media theories to critically assess and participate in discussions concerning representations of women in secular and religious media;
- understand the basic principles underlying algorithms and artificial intelligence systems;
- identify the ways in which algorithms may adopt and reproduce existing social biases;
- critically assess the social consequences of algorithmic decision-making and the use of artificial intelligence;
- write independent essays and critical reflections.

2. Prerequisites: There are no prerequisites for enrolment in the course.

3. Live Chat: Thursdays, 6:30–8:00 p.m.

4. Mode of Instruction: The course is delivered through online lectures and discussions.

5. Student Responsibilities

Students are expected to read the assigned literature regularly, participate in the live chat sessions, and prepare a presentation based on the assigned readings.

Students wishing to obtain ECTS credits are required to submit a final paper of up to 3,000 words.

6. Policy on Late or Incomplete Coursework

Students who submit assignments late or fail to complete all course requirements will not be able to complete the course successfully.

7. Assessment

Participation in live chat sessions: 30%

Presentations: 30%

Final written paper: 40%

Description of themes:

- Introduction to the Study of the Interdisciplinary Field of Gender, Religion, and Media
- Gender, Religion, and Media
- Representation of Gender and Religion in Film Art
- Film Representations of Women: From Saint to Sinner
(Jasmina Husanović)
- Gender in Yugoslav Cinema
- Women in Advertising Messages (Suzana Peran)
- What Does Artificial Intelligence Know About Us — and What Do We Know About It and How Algorithms Work?
- Soulmate Bots, AI Psychosis, and the Epidemic of Loneliness
- Gendered Algorithms in Recruitment Processes (AI in HR Tools): New Challenges for Women in STEM

- Who Holds the Controller, and Who Creates Video Games? Religious Aspects and Women's Experiences in Gaming
- The Gender Dimension of Virtual Reality Technology: An Analysis of Gender Differences in Immersive Environments
- From Algorithm to Stereotype: Popular Music on Social Media and Its Role in Shaping Gender Identities
- Normalized Violence: Influencers, Misogyny, and Likes That Speak Louder Than Words
- Gender as Performance in Pixar Animation: A Case Study
- Consultations for Final Papers