Gender and Media Representation Training Course

Professional Development Training Course Outline

Category	Gender Studies	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Gender and Media Representation training course is designed to critically explore the intersections of gender, media, and society. This program emphasizes inclusive storytelling, gender equity, and media literacy, empowering participants to identify and challenge stereotypes, bias, and underrepresentation in all forms of media. Through interactive workshops, case studies, and applied exercises, learners will gain practical skills in producing gender-sensitive content and fostering equitable media spaces.

In an era dominated by digital platforms, the course addresses trending issues such as misrepresentation, gendered narratives, diversity in media production, and social media influence on gender perception. Participants will examine the impact of media framing on public opinion and develop strategies to promote positive gender portrayals. With a blend of theoretical frameworks and applied methodologies, this course equips professionals, activists, and content creators with the tools to reshape media landscapes for inclusive and equitable representation.

Programme Curriculum

Gender and Media Representation Training Course

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Course Duration

5 days

Course Objectives

1. Analyze gender representation trends in traditional and digital media.
2. Identify stereotypes, bias, and harmful narratives in media content.
3. Develop skills for inclusive and equitable storytelling.
4. Understand the role of media framing in shaping gender perceptions.
5. Examine intersectionality in media coverage and content creation.
6. Promote ethical journalism and media advocacy.
7. Create gender-sensitive campaigns across multiple platforms.
8. Evaluate audience impact of gendered media messaging.
9. Integrate social media strategies for gender advocacy.
10. Apply media literacy frameworks to identify misinformation.
11. Leverage data-driven analysis for inclusive media policies.
12. Strengthen critical thinking skills in media consumption and production.
13. Design monitoring and evaluation tools to track media representation improvements.

Target Audience

1. Media professionals and journalists
2. Social media managers and content creators
3. Gender advocates and activists
4. Communication and media students
5. Policy makers and media regulators
6. Nonprofit and NGO staff in gender programs
7. Advertising and PR professionals
8. Educators and trainers in media literacy

Course Modules

Module 1: Introduction to Gender and Media Representation

- Overview of gender in media history
- stereotypes, bias, representation
- Case study: Women in news media
- Media influence on public perception
- Analyzing TV ads for gender bias

Module 2: Gender Stereotypes and Media Bias

- Types of gender stereotypes
- Identifying implicit bias in reporting
- Case study: Film and television analysis
- Language and imagery review
- Debating media framing

Module 3: Intersectionality in Media Coverage

- Exploring race, class, and gender intersections
- Case study: Coverage of marginalized communities
- Who tells the story?
- Multiple identities in media narratives
- Analyzing social media campaigns

Module 4: Ethical Media Practices

- Principles of ethical journalism
- Addressing misrepresentation and sensationalism
- Case study: Investigative reporting on gender issues
- Developing ethical guidelines
- Evaluating media content ethically

Module 5: Digital Media and Gender

- Impact of social media on gender perception
- Case study: Viral campaigns for gender equality
- Content creation for social change
- Digital storytelling ethics
- Design a social media advocacy plan

Module 6: Media Literacy and Critical Thinking

- Evaluating accuracy, bias, and representation
- Case study: Fake news and gender narratives
- Fact-checking and source verification
- Audience literacy strategies
- Creating media literacy toolkits

Module 7: Gender Advocacy through Media

- Strategies for influencing public opinion
- Case study: Successful gender-focused campaigns
- Developing advocacy messaging
- Media interviews and press releases
- Craft a gender advocacy media plan

Module 8: Monitoring and Evaluation of Media Representation

- Tools for tracking gender representation
- Case study: Media audits and reports
- Designing evaluation frameworks
- Impact measurement techniques
- Media monitoring project

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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