

# **DIVERSITY AND THE MEDIA**

**JOUR 372**

**Fall 2009**

Monday & Wednesday, 12:30 – 1:45

Room 101 Manzanita Hall

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Office hours: T 10:30-12:00; R 10:30-12:00 and by appt.

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## **OBJECTIVE:**

*This course critically examines U.S. media images and representations of individual and groups according to class, gender, religion, race and sexual orientation. Based on suggested readings and personal experiences students will analyze and contrast individual and group media production, circulation and consumption.*

## **STUDENT LEARNING OUTCOMES:**

Students in this course will attain competency in:

1. Examining and understanding culturally mediated contents on media
2. Examining and understanding the role of media in contemporary social and emotional experiences
3. Examining and understanding the obstacles and challenges in current trends in media and culture.

## **CLASS PARTICIPATION AND READING SUMMARIES:**

Class participation is very important and will be registered daily. Students will be required to bring to each class a piece of paper with one paragraph summarizing the main points of the reading and one critical question or comment about each reading assigned for that particular day. This question/comment is intended to encourage class discussion.

## **CLASS PRESENTATION:**

Students will be assigned a particular reading or research issue to present to the class. Each presentation will be 15 to 20 minutes and will cover the main points of a particular reading. Grades will be awarded based on two criteria: (1) how well the presentation summarizes and presents the reading material, and (2) how well it makes connections with other class materials (including videos) or offers new, concrete examples to illustrate the author's main arguments. Students are encouraged to be as creative as they want in their presentations as long as they meet these criteria.

### **3-PAGE FILM CRITIQUE:**

You will be assigned to write a critique of a feature film presented in class. Your critique must talk about a theme explored in class or in the readings. You will need to support your observations using extensively the course material (both readings and videos). Make sure to correct spelling and grammar errors in your critique. All critiques are due one class after the film is shown. No late submissions will be accepted.

### **8-10 PAGE RESEARCH PAPER:**

Each student will submit a final research paper. The paper should be 8 pages double-spaced (plus bibliography). Your grade will be reduced if your paper runs less than 8 pages or more than 10 pages. Students can present one of three different kinds of papers: (1) A paper that researches a recent controversy over the representation of a group in any mass media—for example, a paper on the coverage of the Jena Six. (2) A paper that compares the kind of coverage presented by the mainstream media vs. ethnic, gay or alternative media—for example, how and why the coverage of the *Los Angeles Times* and *CNN* about immigration is different from the coverage of *KoreAm*, *The Advocate*, and *Democracy Now*. (3) A paper that researches a relatively timeless topic with current implications—for example, the stereotypical portrayal of lesbians in contemporary Hollywood films.

The research paper must draw on at least two readings from the course plus no more than two books and/or two academic articles (published in academic journals). Students can use any number of newspaper/magazine articles and/or broadcast news transcripts to support or illustrate their arguments. Based on these readings and their findings, students must provide a coherent discussion of that particular topic or controversy, supported with concrete examples. All papers should be written in academic style and include a bibliography on a separate page. The topic of the paper needs to be approved by the instructor. Students must submit in advance a brief description of the topic of their papers plus a tentative bibliography.

The deadline for the research paper is the last class day, December 14. No late submissions will be accepted.

**REQUIRED READINGS:**

Cropp, Fritz, Cynthia M. Frisby, and Dean Mills, eds. *Journalism Across Cultures*. Ames: Iowa State Press: 2003.

De Uriarte, Mercedes, with Christina Bodinger and José Luis Benavides. *Diversity Disconnects: From Classrooms to Newsrooms*. Austin: Ford Foundation, 2003. <http://journalism.utexas.edu/facstaff/deuriarte/>

Newkirk, Pamela. *Within the Veil: Black Journalists, White Media*. New York: New York University Press, 2000.

**ELECTRONIC COURSE READER:**

Other required readings are available in an electronic course reader at the Oviatt Library electronic reserves.

**SUGGESTED BOOKS:**

Bordewich, Fergus. *Killing the White Man's Indian: Reinventing Native Americans at the End of the Twentieth Century*. New York: Anchor Books, 1997.

Entman, Robert M. and Andrew Rojecki. *The Black Image in the White Mind: Media and Race in America*. Chicago: University of Chicago Press, 2000.

Lee, Robert G. *Orientalists: Asian Americans in Popular Culture*. Philadelphia: Temple University Press, 1999.

Rodríguez, Clara. *Latin Looks: Images of Latinas and Latinos in the U.S. Media*. Boulder: Westview Press, 1997.

Wilson II, Clint, Félix Gutiérrez, and Lena M. Chao. *Racism, Sexism, and the Media*. 3rd edition. Thousand Oaks: Sage, 2003.

**Grading:**

- 10% Class participation
- 10% Reading summaries
- 20% Class presentation
- 10% 3-page Film critique
- 10% Quiz
- 30% 8-10 page Final research paper

Grade equivalencies:

96 – 100	A
91 – 95	A-
87 – 90	B+
83 – 86	B
79 – 82	B-
75 – 78	C+
71 – 74	C

67 – 70	C-
63 – 66	D+
60 – 62	D
58 – 59	D-
0 – 57	F
Withdrawal	W
Incomplete	I

## TENTATIVE COURSE OUTLINE (SUBJECT TO REVISION)

\* Pending Approval of furlough days for faculty

- Week 1**            **8/24 – 8/26 Introduction to course**  
**Minorities and the Media in Europe: Latinos in Spanish Press**  
Presentation: *El Nuevo Sol* bilingual and multimedia project  
[www.elnuevosol.net](http://www.elnuevosol.net)
- Week 2**            **8/31 – 9/2 Social Responsibility and Diversity**  
**Video:**            *Crossroads: Boyle Heights*  
**Reading:**        De Uriarte, Bodinger, and Benavides: *Diversity Disconnects* (Introduction, Chapter 3 and Chapter 5)  
<http://journalism.utexas.edu/facstaff/deuriarte/>  
**Visit:**            Information for research papers: databases and publications.  
Librarian Kathy Dabbour, Interdisciplinary Journalism (Oviatt Library, Lab C)
- Week 3**            **9/7 (Labor Day No Classes)**  
**9/9 Social Responsibility and Diversity**  
**Video:**            *The Black Press*  
**Reading:**        Commission on Freedom of the Press. “The Requirements.” (Chapter 2) *A Free and Responsible Press*  
Kerner Commission Report—selection:  
<http://www.historymatters.gmu.edu/d/6553/>  
[Forty-Year Update of the Kerner Commission Report (suggested)]  
<http://www.eisenhowerfoundation.org/kerner.php>
- Week 4:**            **9/14 – 9/16 Media Ownership: The Black Press**  
**Video:**            *The Black Press*  
**Website:**        <http://www.pbs.org/blackpress/>  
**Reading:**        Newkirk: *Within the Veil: Black Journalists, White Media*. (Preface, Timeline, and Chapter 2)  
**Research:**        FCC Commissioner Michael Copps opening remarks on media ownership in Chicago, 9/20/07:  
<http://www.fcc.gov/commissioners/copps/statements2007.html>
- Week 5**            **9/21 – 9/23 Stereotypes and Prototypes**  
**Video:**            *Color Adjustment*  
**Reading:**        Newkirk: *Within the Veil: Black Journalists, White Media* (Chapter 5)  
Entman and Rojecki: “The Meaning of Whiteness in Network News.” (Chapter 4) *The Black Image in the White Mind*.  
Dixon and Linz: “Race and the Misrepresentation of Victimization in Local Television News,” *Communication Research*.

**Week 6**      **9/28 – 9/30 Content and Portrayals: Arabs and Muslims**  
**Reading:**      Cropp, Frisby, and Mills: *Journalism Across Cultures* (Chapter 8)  
**Research:**      Special Registration after 9/11: AALDEF's report:  
                         [http://www.aaldef.org/article.php?article\\_id=133](http://www.aaldef.org/article.php?article_id=133)

**Film Festival: 9/28 Joseph Haiek**  
**Documentary: Arabs in South California**

**Week 7**      **10/5 – 10/7 Content and Portrayals: The New Enemy**  
**Video:**      *Reel Bad Arabs: How Hollywood Vilifies a People*  
**Reading:**      Cropp, Frisby, and Mills: *Journalism Across Cultures* (Chapter 4)

**Week 8**      **10/12 – 10/14 Content Producers: Double Special Burden**  
**Video:**      *Hollywood Shuffle*  
**Reading:**      Newkirk: *Within the Veil: Black Journalists, White Media*  
                         (Chapters 1 and 6)  
                         De Uriarte, Bodinger, and Benavides: *Diversity Disconnects* (Chapter 6)  
**Research:**      Jena Six. Democracy Now:  
                         [http://www.democracynow.org/features/jena\\_six](http://www.democracynow.org/features/jena_six);  
                         News and Notes, NPR:  
                         <http://www.npr.org/templates/story/story.php?storyId=11756302>  
                         <http://www.npr.org/templates/story/story.php?storyId=14537635>

**Week 9**      **10/19 – 10/21 Content and Portrayals: Asian Americans**  
**Video:**      *Snow Falling on Cedars*  
**Readings:**      Lee: "The Cold War Origins of the Model Minority." (Chapter 5) In  
                         *Orientalism: Asian Americans in Popular Culture*  
                         Cropp, Frisby, and Mills, eds., *Journalism Across Cultures* (Chapter 11)  
**Research:**      Police brutality: Remember Michael Cho:  
                         <http://ru.facebook.com/group.php?gid=9303396058>;  
                         Civil Rights and Vincent Chin:  
                         [http://news.newamericamedia.org/news/view\\_article.html?article\\_id=aed832b187b855cbab324e7c41972d52](http://news.newamericamedia.org/news/view_article.html?article_id=aed832b187b855cbab324e7c41972d52)

**Week 10**      **10/26 – 10/28 What Is a Stereotype?**  
**Video:**      *The Bronze Screen*  
**Reading:**      Ramírez-Berg: "Stereotyping in Films in General and of the Hispanic in Particular." (Chapter 6) In Clara Rodríguez, ed. *Latin Looks*.

**Film Festival: 10/28 Documentary: Childrens on No Mans Land**  
**Director: Anayansi Prado**

**Week 11**      **11/2 -11/4 Content and Portrayals: American Indians**  
**Video:**      *Smoke Signals*  
**Reading:**     Bordewich: “The Shadow of Chief Seattle.” (Chapter 4) In *Killing the White Man's Indian*  
Cropp, Frisby, and Mills, eds., *Journalism Across Cultures* (Chapter 7)  
**Research:**   *Cobell v. Kempthorne*: <http://www.indiantrust.com/>

**Week 12**      **11/9 – 11/11 Beyond Stereotyping**  
**Video:**      *Salt of the Earth*  
**Reading:**     Williams, Linda. “Type and Stereotype: Chicano Images in Film.” (Chapter 13) In Clara Rodríguez, ed. *Latin Looks*; Cropp, Frisby, and Mills, eds: *Journalism Across Cultures* (Chapter 3)  
Gutiérrez, Félix: “Spanish-Language Media in America”  
**Research:**   Voting rights and immigrants: Political Apartheid in California (brief):  
<http://www.chicano.ucla.edu/press/briefs/archive.asp>

**Film Festival: 11/9 Documentary 200 years of El Tecolote**  
**Director: Juan González**

**Week 10**      **10/26 – 10/28 GLBT and Hollywood**  
**Video:**      *The Celluloid Closet*  
**Reading:**     Cropp, Frisby, and Mills: *Journalism Across Cultures* (Chapter 5)

**Week 13**      **11/16 – 11/18 Content and Portrayal: GLBT communities**  
**Video:**      *Saving Face*  
**Research:**   Gay marriage and civil unions:  
[http://mediamatters.org/issues\\_topics/marriage\\_civil\\_unions](http://mediamatters.org/issues_topics/marriage_civil_unions)

**Week 14**      **11/23 – 11/25 Gender, Elder, and People with Disabilities**  
**Readings:**   Cropp, Frisby, and Mills: *Journalism Across Cultures* (Chapters 2, 6, and 10)

**Week 15**      **11/30 – 12/2 Critical Thinking: Media Access and Control**  
**Reading:**     Newkirk: *Within the Veil: Black Journalists, White Media*. (Chapter 7)  
De Uriarte: *Diversity Disconnects* (Chapter 6)

**Week 16**      **12/7 – 12/9**  
**Final Papers Oral Presentations**

**Final paper due: December 10, 2008 by noon**

**FINAL EXAM:                DEC 14, 12:45 – 14:45**

## **SUGGESTED MEDIA AND WATCHDOG SOURCES:**

(For a complete list of alternative media, visit the Alternative Press Index:

<http://www.altpress.org/>)

(For a complete list of ethnic media, visit New America Media website:

<http://www.newamericamedia.org>)

(For a list of lesbian and gay publications, visit: <http://www.gaydata.com/>)

(Center for Media and Democracy's PR Watch: <http://www.prwatch.org/>)

(Fairness and Accuracy in Reporting, FAIR: <http://www.fair.org/>)

(Free Press: <http://www.freepress.net/>)

(Media Matters for America: <http://mediamatters.org/>)

## **NOTE ON PLAGIARISM:**

The Journalism Department is committed to the highest standards of academic excellence and integrity. Plagiarism and other forms of cheating will not be tolerated. Anyone caught cheating will receive a failing grade in the class and will be reported to the University for further disciplinary action. For a further explanation of the behavior defined as academic dishonesty, and a more detailed discussion of disciplinary procedures, consult pages 587–589 of the 2008–2010 CSUN catalog.

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