

SPANISH-LANGUAGE NEWS ENVIRONMENT

JOUR 374SLJ

Fall 2009

Monday & Wednesday, 9:30 – 10:45

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:

Survey of Latino-oriented and Spanish-language news media and of the news coverage of Latinos and Spanish-language communities.

STUDENT LEARNING OUTCOMES:

Students in this course will attain competency in:

1. Analyzing the historical and current role of Spanish-language media in the United States
2. Understanding the history of Latino communities in the United States
3. Understanding local Latino communities
4. Analyzing the news coverage of Latino communities

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.

3-PAGE FILM CRITIQUE:

Each student will write a film review of *Ballad of an Unsung Hero*. The review should compare and contrast the real life of radio personality Pedro J. González, as depicted in the documentary *Ballad of an Unsung Hero*, with the lives and work of Latino journalists Francisco P. Ramírez, Ignacio López, and Rubén Salazar. Observations about the role of Latino journalism and journalists must be supported using the course material.

LEAD A DISCUSSION AND 3-5 PAGE REPORT:

Each student will write a report and lead a class discussion on an assigned reading. The report must include a brief summary of the main points of the reading and a discussion of how the reading connects with the topic of the course and other class readings.

5-7 PAGE REPORT ON A COMMUNITY ORGANIZATION:

Each student will choose one local community organization that works on issues relevant to Latino groups in the United States. Students must interview at least one leader or senior member of the organization to learn about its goals, history, membership, programs, and relationship with Latino communities.

QUIZ ON THE HISTORY OF MAJOR LATINO GROUPS:

A mid-term quiz with multiple-choice and essay questions about the history of the major Latino groups in the United States will be administered.

5-7 PAGE MEDIA ANALYSIS REPORT:

Each student will be assigned a section of our local English-language daily, *Los Angeles Daily News*, and another news media outlet (in English or Spanish) and follow their coverage of Latinos for 12 weeks. They will write a 10-page report in which they discuss what kind of stories published or aired, how prominent these stories were, what kinds of sources were used, how the topic was contextualized (if it was at all), and what kinds of visual elements were used. The report will be accompanied by examples of coverage (in electronic or print format).

WEEKS:

9/7 – 9/11	9/14 – 9/18	9/21 – 9/25	9/28 – 10/2	10/5 – 10/9	10/12 – 10/16
10/19 – 10/23	10/26 – 10/30	11/2 – 11/6	11/9 – 11/13	11/16 – 11/20	11/23 – 11/27

REQUIRED READINGS:

González, Juan. *Harvest of Empire: A History of Latinos in America*. New York: Penguin, 2000.

ELECTRONIC COURSE READER:

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

GUEST SPEAKERS:

During the course, we will have guest speakers working on new media (TBA).

Grading, assignments, class participation, and required books

- 10% Class participation
- 10% Film critique
- 20% Reading report and discussion
- 10% Quiz
- 25% 5-7 page report on the work of a community organization
- 25% 5-7 page media analysis 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*

- Class 1** **8/24 Introduction to course Mass Media and Latin American diaspora in Europe**
Readings: Jessica Retis “Rise and Consolidation of New Latino Media in Spain”
 El Nuevo Sol presentation
- Week 2** **8/31-9/2 Pioneers of the Latino Media in US. Introduction to contemporary history: Latinos in US.**
Video: *Ballad of an Unsung Hero*
Readings: Parlee: “Ballad of an Unsung Hero”
 Reina and Flores: “The Origins of Spanish-Language Radio”
 Allen and Turner: “Latinos and American Indians”
 BOOK: *Harvest of Empire*, “Introduction”
Visit: Introduction on databases and publications
 Librarian Karin Durán, specialist on Central American and Chicano Studies (Oviatt Library, Lab C)
- Week 3** **9/7 Labor Day (no classes)**
 9/9 The role of the Latino Media. The Borderlands
Readings: Del Olmo: “Hispanic, Latino, or Chicano?”
 Gutiérrez: “Spanish-Language Media in America”
 Gutiérrez, Benavides, Deverell: “Introduction: El Clamor Público”
 Gutiérrez: “Francisco P. Ramírez: Californio Editor and Yanqui Conquest”
 BOOK: *Harvest of Empire*, “The Spanish Borderlands”
- Week 4** **9/14- 9/16 Latino Journalism: Advocacy. The Banana Republics.**
Readings: Rodríguez: “2. U.S. Spanish-Language Newspapers”
 García: “Mexican-American Muckraker: Ignacio L. López and *El Espectador*”
 BOOK: *Harvest of Empire*, “Banana Republics and Bonds”
- Week 5** **9/21-23 Community vs. Business Imperatives. Puertoricans in US**
Readings: García: “Introduction” to *Rubén Salazar: Border Correspondent*
 Ramos: *No Borders*
 BOOK: *Harvest of Empire*, “Puerto Ricans: Citizens Yet Foreigners”
Speaker: Community journalist: TBA
- Week 6** **9/28 – 9/30 Spanish-Language Print Media. Mexicans in USA**
Readings: New California Media: “Hispanic Print Media”
 BOOK: *Harvest of Empire*, “Mexicans: Pioneers of a Different Type”
Speaker: Newspaper editor: TBA.
Assignment: *Film critique written report due 9/30.*

Week 7 10/5-10/7 Spanish-Language Broadcast Media. Cubans in USA

Readings: New California Media: "Hispanic Broadcast Media"
Tomás Rivera Policy Institute: "Talking Back to Television"
BOOK: *Harvest of Empire*, "Cubans: Special Refugees"

Speaker: Broadcast journalist: TBA.

Week 8 10/12-10/14 Creation of the Latino Market and Image. Dominicans in USA

Readings: Maxwell and Jacobson: *Marketing Disease to Hispanics*
Dávila: *Latinos, Inc.* chapter 3
BOOK: *Harvest of Empire*, "Dominicans: From the Duarte to the George Washington Bridge"

Speaker: Marketing and Advertising specialist: TBA.

Week 9 10/19-10/21 Latino Stereotypes in Film Industry. Central Americans in USA

Video: *The Bronze Screen* (selection)

Readings: National Council of La Raza: "Out of the Picture"

Ramírez Berg: "Stereotyping in Films"

BOOK: *Harvest of Empire*, "Central Americans: Intervention Comes Home to Roost"

Week 10 10/26-10/28 (Mis)understanding Latinos: Zoot-suit riots. Colombians and Panamians

Video: *Zoot Suit* (selection)

Website: Press accounts of the riots, PBS:

http://www.pbs.org/wgbh/amex/zoot/eng_sfeature/sf_press.html

Reading: McWilliams: *North From Mexico*

De Uriarte: "Crossed Wires"

BOOK: *Harvest of Empire*, "Colombians and Panamanians: Overcoming Division and Disdain"

Due: Community Organization Written Report due 10/28.

Presentations: Community Organization Presentations

Week 11 11/2-11/4 (Mis)understanding Latinos: Uncovered labor

Video: *Tiger by the Tail*

Reading: Milkman: "Sí, se puede: Union Organizing Strategies and Immigrant Workers"

Benavides: "Changing Myths";

BOOK: *Harvest of Empire*, "The Return of Juan Seguin"

Speaker: Union organizer: TBA.

Presentations: Community Organization Presentations

**Week 12 11/9-11/11 (Mis)understanding Latinos: Immigration backlash
11/11 Veterans Day (no classes)**

Video: *Fear and Loathing at Hoover Elementary/The Gatekeeper* (Selections)

Readings: Chavira: "Reporting of Mexican Emigration and Deportation";

BOOK: *Harvest of Empire*, “Immigrants Old and New”
Website Anti-Defamation League: “Extremists Declare Open Season on Immigrants: Hispanics Target of Incitement and Violence”
(http://www.adl.org/main_Extremism/immigration_extremists.htm)

Quiz: **Mid-term quiz 11/9**

Week 13 **11/16-11/18 (Mis)understanding Latinos: Immigrant Youth**
Video: *H.B. 1403 Undocumented Students in Texas*
Reading: Drachman: “Access to Higher Education for Undocumented Students.”
READER: Menjívar: “Informal Exchanges and Intergenerational Relations”
BOOK: *Harvest of Empire*, “Free Trade: The Final Conquest”
Speaker: TBA.

Assignment: Final paper outline 11/18

Week 14 **11/23-11/25 (Mis)understanding Latinas**
11/26 Thanksgiving break (no classes)
Video: *Maid in America*
Reading: Hondagneu-Sotelo: “Maid in L.A.”
Martínez: “Listen Up, Anglo Sisters”
Menjívar: “Gendered Networks”

Week 15 **11/30-12/2 (Mis)understanding Latinos: Race**
Video: *Hidden Internment*
Reading: Ropp: “People of Asian Descent from Latin America in Los Angeles”
Morales “Latinos and ‘The Other’ Race Option”

Week 16 **12/7-12/9 Final Project Paper and Presentations**

SUGGESTED MEDIA

- *La Opinión* (<http://www.impre.com/laopinion/home.php>)
- *La Prensa* (www.laprensaenlinea.com)
- *La Prensa* (San Diego) <http://www.laprensa-sandiego.org/>
- *Mi Enlace* (www.mienlace.com)
- *Oaxacalifornia* (<http://www.oaxacalifornia.com/>)
- *Impulso* (<http://www.labeez.org/impulso.php>)
- *San Fernando Sun* <http://www.sanfernandosun.com>
- *Mi Estrella* <http://www.venturacountystar.com/news/mi-estrella/>
- *Excélsior* (daily—Orange County) <http://www.ocexcelsior.com>
- *Al Borde* (weekly—Los Angeles) <http://www.alborde.com/>
- *Hoy* (daily—Chicago, Los Angeles) <http://www.holahoy.com>
- *Enfoque Latino, Nuestra Voz* KPDK (<http://www.kpdk.org/programs/79-enfoque-latino.html>)
- *Radio Bilingüe* (Fresno) (www.radiobilingue.org)
- *Telemundo* (<http://msnlatino.telemundo.com/>)
- Univisión (www.univision.com)

ASSOCIATIONS:

- California Chicano News Media Association (<http://www.cnma.org/>)
- National Association of Hispanic Journalists (<http://www.nahj.org/home/home.shtml>)
- New America Media (<http://news.newamericamedia.org/news/>)

NOTE ON PLAGIARISM:

Plagiarism and other forms of cheating will not be tolerated, and anyone caught cheating will be reported to the University for possible further action. For a further explanation of the behavior defined as academic dishonesty, and a more detailed discussion of disciplinary procedures, consult pages 531–532 of the 2004–2006 CSUN catalog. Please also remember that much of the information posted on the Internet is protected by U.S. copyright laws. Passing this information off as your own is a violation of CSUN’s plagiarism policy and carries the penalty outlined above.