

Women and the Media  
JOU 3903 Sec.001- Fall 1999  
M/W/F 11a.m.-11:50a.m.

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Prerequisite: English 1002C

**Course Description:** The course provides an overview of women's roles as media participants and consumers. We will explore the effects of media treatment of women on society and individuals. And we will examine the images and roles of women in media such as newspapers, magazines and televisions.

**Course Goals:**

- To look at women's careers as journalists from the nation's colonial period to the present day.
- To examine the roles and images of women in media such as television, newspapers, and magazines.
- To explore the effect of media treatment of women on individuals and society.

**Learning Objectives:**

- You will read about and sometimes, talk with women who have had an impact on the media
- You will be able to place into historical context the effect women journalists have had on social change.
- You will have a chance to learn how images of women created and reinforced by a male dominated media have affected society and individuals.

**About the professor:**

Before joining the faculty of the Journalism Department at EIU in 1996, I served as the executive director of the District of Columbia's Commission for Women and, from 1981-1987, I served as press secretary and director of communications for Mayor Marion Barry Jr. In 1979, when I joined the Carter White House staff as an Assistant Press Secretary, I became the first African-American woman to serve as a spokesperson for the President of the United States. I was born and raised in New York City where I worked as a journalist, writer, editor, and a public relations practitioner. I have a Master in Public Administration from the John F. Kennedy School of Government at Harvard University. I am mother of three sons, a daughter, who died of leukemia six years ago, the stepmother of two stepdaughters and have five granddaughters, five grandsons, a great granddaughter and a great grandson.

**Texts:** You will be assigned readings in the following textbooks and should bring the appropriate textbooks to class with you.

Mills, Kay. (1998) *A Place in the News*. New York: Dodd, Mead & Company  
Beasley, Maurine H. & Gibbons, Sheila. (1993) *Taking Their Place: A Documentary History of Women and Journalism*. Washington, D.C.: American University Press.  
Lont, C.M. (Ed.) (1995). *Women and Media: Content/careers/criticism*. Belmont, CA: Wadsworth.

**REFERENCE MATERIALS:** Feminist Studies, Ms, Quest, Journal of Communication, Journal of Broadcasting and Electronic Media, Journal of Marketing, Critical Studies in Mass Communication, Advertising Age, Women and Language, etc.

**CLASS STRUCTURE:** Class consists of presentations, media presentations (films, videos, recordings, newspapers, and magazine articles) and class discussion based on readings and/or questions you may have concerning the material we cover.

**EXAMS:** Midterm (Oct. 13) and Final (Dec. 15) are multiple choice, true/false, identification, and short essay. Exams will include information from the student presentations, textbooks, readings.

**PAPER #1:** Select a woman in the media you believe significantly affects/affected the media. She may be a historical or contemporary figure. Your paper should include a sketch of her life and a section detailing her work and impact. Include your opinions as well as your researched reasons as to this woman's contribution and importance. If you need help in finding someone, look at the end of each section in *Women and Media: Content, Careers and Criticism* which lists 20 women in that media area.

Paper is 5-10 pages in length, double-spaced, typed, grammatically correct, no typos. Reference all sources (two other than text).

**PRESENTATION:** Your first paper is the basis for a 5 minute presentation to the class. Although you should include the highlights of her life, most of your presentation will revolve around her contribution to the media/society. **DO NOT READ YOUR PRESENTATION.** Supporting notes are acceptable. Practice your presentation. Expect to be stopped if you go over 5 minutes.

**PAPER #2:** 5-10 page paper in one of the following areas: (Due Dec.3)

1. A content analysis project. Using Chapter 1 (What's News?) in *Women and Media* as your guide, perform a content analysis of a specific media form. Discuss the specifics with your instructor.
2. Chose a media organization which deals primarily with women or is run primarily by women. Look at the end of each text section for the address of five women's groups you could reach. Detail their purpose, their organization and structure, their product, etc. You may find some information in the library but much of your research may come from personal interviews (phone or face to face), letters, etc. If you chose this topic, you need to start collecting information early.
3. Chose one of the assignments laid out at the end of each section of *Women and Media*. Review them all before you chose.

**ALL FINAL PAPER TOPICS MUST BE APPROVED BY INSTRUCTOR.**

**Deadlines:** If late, major-out-of class assignments will receive a 10 percent grade reduction and will not be accepted one week after the original deadline expect in the case of an excused absence. In-class assignments cannot be made up.

**PARTICIPATION:** The success of this class depends in part on student attendance and participation. So it is critical that each student take responsibility for contributing to class discussion. That means not only being there, but also means being prepared for class, being willing to share and being open to others viewpoints.

**ABSENCES:** If you have 10 or more unexcused absences, no points will be given for attendance and class participation. If you have an excused absence (illness, death or emergency in the immediate family, etc.), provide appropriate and acceptable written documentation when you return to class. Failure to do so will result in the absence not being excused.

**Grading:**

Midterm	20 points	Final exam	20 points
Paper #1	15 points	Paper #2	25 points
Presentation	10 points	Participation	10 points
Total	100 points		

Grading scale: 90-100=A, 80-89=B, 70-79=C, 60-69=D, below 60=F

**TEXT READING ASSIGNMENTS AND COURSE TOPICS**

Deadlines for assignments and dates of presentations by guest speakers will be given in class.

Minor changes in the course syllabus may be made by the instructor with advanced notice to students.

Week of:	Topic	Readings
Aug. 23	Overview of Course	Mills, Ch.1
25	Role of media	Lont, pp.2-9
27	Gender/Sex role research	Lont, pp.16-28
Aug. 30	Early women journalists	Beasley, Ch.2-4
Sept. 1	19 <sup>th</sup> Century Women	Beasley, ch.10-11
<b>Hand in names for paper #1</b>		
Sept. 3	NO CLASS – Prof. Out of town	
Sept. 6 ----Labor Day----NO CLASSES		
Sept.8	Ida Wells-Barnett (Video)	Mills, Ch.11
10	Women of Color	Beasley, Ch. 24
Sept. 13	Eleanor Roosevelt	Mills, Ch. 3
	Rosie the Reporter	Mills, Ch. 4
15	Women’s Pages/Style	Mills, Ch. 8
17	Sports –“Forbidden Turf”	Mills, Ch.13

Sept. 20	Foreign Correspondents	Beasley, Ch.5
22		Mills, Ch.12
24	Opinion Makers	Lont, pp.54-66
<b>PAPER#1 DUE</b>		
Sept. 27	Women's Magazines	Lont, pp.68-77
29	Effects of Magazines	Lont, pp. 79-85
Oct. 1		Lont, pp.87-97
		Lont, pp. 99-108
Oct. 4	Women In Broadcast News	Lont, pp.228-237
6		Lont, pp.239-49
7		Lont, pp. 250-59
Oct. 11	NO CLASS –Professor making presentation at U of SC	
Oct. 13	MIDTERM EXAMINATION	
	Comprehensive exam on all assignments	
Oct. 15	FALL BREAK	
Oct. 18	Women on Television	Lont, pp.166-173
20	Women in Prime Time	Lont, pp.173-214
22		
Oct. 25	Advertising	Lont, pp.110-16
27		Lont, pp. 12
29		
Nov. 1	Advertising	Lont,pp. 131-42
3		Lont, pp. 143-62
5		Lont, pp. 143-62
Nov. 8	Alternative Media	Beasley, Ch.18
10		Lont, pp. 41-52
12		
Nov. 15	Legal Challenges	Mills, Ch.10
17		Beasley, Ch. 21
19		

NOVEMBER 22-26 – THANKSGIVING BREAK

Nov. 29	The Glass Ceiling	Mills, Ch. 16
Dec.1	Breaking Through	Mills, Ch. 17
3		
Dec. 6	Women's Careers Today	Mills, Ch. 5
8	Overview	Beasley, Ch.1
10	Evaluations	

FINAL EXAM, DEC. 15