

Instructor: Mr. James M. Stephens
Office: 110 Kedzie Hall
Office Telephone: 532-3957
Office Hours MW, 9:30 –11:30 a.m. -- or by appointment
E-mail: jmstep@ksu.edu

Class Location: Kedzie 210
Class Hours: MW 8:05-9:20 a.m.

Syllabus

Required Books

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

Ferguson, Robert. *Representing 'Race': Ideology, Identity and the Media*. New York: Oxford University Press, 1998.

Grossberg, Lawrence, Ellen Wartella, and D. Charles Whitney. *MediaMaking: Mass Media In A Popular Culture*. Thousand Oaks, CA: Sage, 1998.

Omi, Michael, and Howard Winant. *Racial Formation in the United States: from the 1960s to the 1990s*. New York: Routledge, 1994.

Weston, Anthony. *A Rulebook for Arguments*. 3rd ed. Indianapolis: Hackett Publishing Company, 1992.

Recommended Books

Gandy, Jr. Oscar H. *Communication and Race: A Structural Perspective*. New York: Oxford University Press, 1998.

Lester, Paul Martin, ed. *Images That Injure: Pictorial Stereotypes in the Media*. Westport, CT: Praeger, 1996.

Lull, James. *Media, Communication, Culture*. New York: Columbia University Press, 1996.

Messaris, Paul. *Visual Persuasion: The Role of Images in Advertising*. Thousand Oaks, CA: Sage Publications, 1997.

Parrillo, Vincent C. *Diversity in America*. Thousand Oaks, CA: Pine Forge Press, 1996.

Schudson, Michael. *Discovering the News: A Social History of American Newspapers*. New York: Basic Books, 1978.

Wilson, Clint W. and Felix Gutierrez. *Race, Multiculturalism, and the Media: From Mass to Class Communication*. 2nd, ed., Thousand Oaks, CA: 1995.

Please note: All texts are on 2-hour reserve at Hale Library. Readings not listed on the syllabus will be distributed by the instructor.

Course Description This course, as described in 1999-2000 course bulletin, examines how the media cover social change, particularly racial issues, and studies the development and current status of selected ethnic media in the United States.”

Extended Course Description W.E.B. DuBois, arguably the father of American sociology, said at the beginning of the 20th century “the problem of the twentieth century will be that of the color line.” Those words were prophetic as race remains, at the advent of the 21st century, at the center of much of

the public (and private) discourse in American society. Race, curiously, is a attribute employed by mass media not only to produce content but to also frame much of that discourse. As such, the course examines the social and intellectual history of the American press, with particular emphasis on the concept of news and the values associated with it. Technology too is examined, with emphasis here on how the distribution of news, both as a commercial and intellectual product, has fostered, or hindered, social change.

Course Objectives Because mass media effects its audiences, and is an influential institution in a democratic society (indeed, it is thought to be the Fourth Estate), the course has the following objectives for students

develop the critical thinking and writing skills that will enable them to become informed consumers of mass media products, as well as active participants (citizens) in American democracy

apply appropriate theoretical frameworks in the construction of argumentative essays

appreciate the role that culture (diversity) plays in society

Course Requirements Students are required to do the assigned readings for class in advance. All assignments must be typed. Assignments must follow this format: Times Roman font, 12 point size; copy double-spaced, with margins of one inch. **Please note: Late assignments will not be accepted, nor will make-up examinations given. Assignments that do not exactly follow the prescribed format will not be read. Zero points will be awarded.**

Students are also required to have an e-mail address. Although I am generally in the office more often than not, use of e-mail greatly facilitates communication with the instructor and other members of the class.

Course Pedagogy This course encourages active and collaborative learning on the part of students. Lectures, when given, will only describe and explain germane theoretical concepts of race, mass media, and social change. The Socratic and jigsaw (teaching) methods are primarily used. While four theories of mass media/communication are covered, the course will operate primarily within a Cultural Studies theoretical framework. To substantively focus on the inter-relationship of race, mass media and society, the following questions are central to the course:

1. How do mass media portray various racial groups?
2. Are there differences, or similarities, in the construction of race in the content of mass and ethnic media?
3. Do mass and/or ethnic media effect social change?

These relatively simple questions not only form the basis for class discourse but also frame various issues broached in the class. The instructor includes himself as a member of the class as he too is here to learn from students, and to share his thoughts and observations.

Short Papers, Group Project/Presentations, Examinations and Grades. Over the course of the semester, students will write four short papers. The short papers, generally two to three pages of text (certainly no more than five) will ask for an analytic, critical assessment of the issues and concepts from the assigned readings, videotapes and films, and class discussions. Sources cited must be attributed, using either the APA or UC format.

The Group Project/Presentation is two-fold: a major research paper and construction of a T-shirt that defines the group's identity. Suffice to say here: the research project is the basis for the final examination, which is both a critique of the role of mass media and its effects on society and various minority groups, as well as the effects of diversity on individual members of society. Detailed information on the research project will be distributed during the second week of the semester, 27 August.

The mid-term and final examinations follow the format of the Short Paper, that is both are essay, not multiple choice. The examinations typically involve the application of the theoretical concepts to the core concepts of race, mass media and social change. Essentially, students will construct an argument that critically analyzes issues broached in class. Materials, and ideas, from the class discourse, assigned readings, videotapes/films, and current issues in the mass media and popular press are grist for the examinations.

Final grades are summed from the scores of the four short papers, the mid-term and final examinations, and the group paper and project. Thus, final grades are composed of:

<u>Grade Component</u>	<u>Point Total</u>	<u>Percent of Grade</u>
Short Paper 1	20	4
Short Paper 2	30	6
Mid-Term	60	12
Short Paper 3	40	8
Short Paper 4	50	10
Research Project	100	20
<u>Class</u>		20
Attendance	50	
Participation	50	
<u>Final Examination</u>	<u>100</u>	<u>20</u>
Total Points	500	100

A word about class attendance and participation: points will be awarded for class attendance and participation. Attendance sheets will be circulated on a random basis to ascertain whether students earn the points for attendance. Attendance in class does not equate to participation, nor does participation equate to attendance. Attendance is defined as being physically present in class, while participation is defined as being actively involved and engaged in the class discourse. Points awarded in this category are at the discretion of the instructor.

Numerical scores from the components listed above are summed and converted to these final letter grades: A = 400 and above; B = 300-399; C = 200-299; D = 199-150; E = 149 and below.

A word of caution: Kansas State University has an Undergraduate Honor System based on personal integrity which is presumed to be sufficient assurance that in academic matters one's work is performed honestly and without unauthorized assistance. Undergraduate students, by registration, acknowledge the jurisdiction of the Undergraduate Honor System. The policies and procedures of the Undergraduate Honor System apply to all full and part-time students enrolled in undergraduate courses on-campus, off-campus, and via distance learning.

A prominent part of the Honor System is the inclusion of the Honor Pledge, which applies to all assignments, examinations, or other course work undertaken by undergraduate students. The Honor Pledge is implied, whether or not it is stated: "On my honor, as a student, I have neither given nor received unauthorized aid on this academic work."

A grade of XF can result from a breach of academic honesty. An XF would be failure of the course with the X on the transcript indicating failure as a result of a breach of academic honesty.

For more information, please visit the Honor System web page at: <http://www.ksu.edu/honor>.

Academic Accommodations for Students with Disabilities:

If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it or which will require academic accommodations, please notify me in the first two weeks of the course.

Semester Calendar and Reading Assignments. The course is composed of four interrelated modules. Module 1 introduces the core concepts of race, mass media, and social change. These core concepts form a foundation for Module 2, which concerns itself with mass communication theory and methods of analysis. Module 3 substantively re-focuses on the core concepts to form a more analytic, critical perspective concerned with the content of both mass and ethnic media. Module 4 finalizes the content of the course with student presentations of research papers.

Reading assignments are to be read before class. Additional reading assignments will be distributed as required. Please note: the instructor reserves the right to add, delete, or re-structure the syllabus as required.

Semester Calendar And Readings

Module 1: Race, Mass Media and Social Change

Week	Day	Date	Lecture Topic and Reading Assignments
1	Mon	20 Aug	<p><i>Class Structure and Expectations</i> Read, Syllabus; Grossberg, et al, chap. 1, “Media in Context;” and, Weston, “Introduction” and chap. 1, “Composing a Short Argument: Some General Rules.”</p> <p><u>Optional</u>: Wilson and Gutierrez, chap. 1, “Racial Diversity in the Land of Majority Rule;” chap. 2, “Communication Media and Society;” and, Parrillo, chap. 1, “Perception and Reality.”</p>
	Wed	22 Aug	<p><i>Critical Thinking/Writing</i> Read, Weston, chap. 2 “Arguments by Example.”</p>
2	Mon	27 Aug	<p><i>Communication Models</i> Read, article, “The Discovery of What It Means To Be An American,” by James Baldwin.</p> <p>Students assigned to groups.</p>
	Wed	29 Aug	<p><i>“Thick Description and Culture”</i> Read, Omi and Winant, chap. 1, “Ethnicity;” and, chap. 2, “Class;” Ferguson, chap. 2, “Questioning Research;” and, Lull, chap. 6 “Culture,” esp. pages 138-151;</p> <p><u>Optional</u>: Lester, chap. 7, “Native American Stereotypes;”and, Gandy, chap. 1, “Introduction,” esp. pages 7-19.</p> <p>Video: <i>The Lone Ranger and Tonto</i> and/or various commercials</p>
3	Mon	3 Sept	Labor Day No Class
	Wed	5 Sept	<p><i>“Race” As A Social and Political Construct</i> Read, Omi and Winant, chap. 4, “Racial Formation;” and, chap. 5, “The Racial State;” and, Ferguson, chap. 3, “Otherness, Eurocentrism and the representation of ‘race’.”</p> <p><u>Optional</u>: Gandy, chap. 2., “The Social Construction of Race,” esp., pp. 35-48.</p>

- 4** *Mon* **10 Sept** *“Race” as a Modern Idea* **Read**, Ferguson, chap. 5, “Popular Cinema and anti-racism;” Grossberg, et al, chap. 2, “Narratives of Media History;” Entman and Rojecki, chap. 1, “The Racial Chamelon.”
- Optional: Parrillo, chap. 2, “Diversity in America”, pp. 27-33; chap. 3, “Diversity in Colonial Times;” and, Schudson, intro., “The Ideal of Objectivity.”
- Short Paper 1 assigned. Due at the beginning of class Monday, 19 Sept.**
- Wed* **12 Sept** **No class. Library Research Day. Instructor meets informally with student group to brainstorm topics of research.**

Module 2: Mass Communication Theory: Method and Praxis

Week	Day	Date	Lecture Topic and Reading Assignments
5	Mon	17 Sept	<p><i>Normative and 'Scientific' Theory</i> Read, Grossberg, chap. 4, "Media and Money;" and, chap, 14, "Normative Theories of the Media."</p> <p><u>Optional</u>: Gandy, chap. 6, "A Critical Research Agenda;" and, Lull, chap. 3, pp. 52-57, "The Role of Media and Popular Culture."</p> <p>Short Paper 1 due</p>
	Wed	19 Sept	<p><i>Qualitative Methods</i> Read, Grossberg, chap. 6, "The Interpretation of Meaning;" Lull, chap. 2, "Ideology and Consciousness;" and chap. 3, "Hegemony."</p> <p>Movie -- <i>PowWow Highway</i> , or Video, "The Heart Broken in Half"</p>
6	Mon	24 Sept	<p>Read Grossberg, chap. 13, "The Media and the Public;" Lull, chap. 4, "Social Rules and Power;" chap. 6, "Culture."</p>
	Wed	26 Sept	<p>Read, Entman and Rojecki, chap. 2, "White Racial Attitudes in the Heartland;" and, chap. 3, "Culture, Media and the White Mind: The Character of Their Content."</p> <p>Short Paper 2 distributed -- To develop short paper 2, please go to the following URL and acquaint yourself thoroughly with the material on this web site: http://abcnews.go.com/onair/DailyNews/wnt_000117_Latinization_sub.html</p>
7	Mon	1 Oct.	<p>No class -- Instructor's Travel Date. Meet informally in groups</p>
	Wed	3 Oct.	<p>Read, Grossberg, chap. 9, "Consuming the Media;" chap. 10, "Media and Behavior."</p> <p>Short Paper 2 due</p>
8	Mon	8 Oct.	<p><i>Quantitative Methods</i> Read</p> <p><u>Optional</u>: Parrillo, chap. 5, "Diversity in the Age of Expansion;" and, chap. 7, "Diversity in the Information Age."</p>

Wed **10 Oct.** *Theoretical Frameworks -- Diffusion of Innovations* Movie --
Color Adjustment **Read** Ferguson, chap. 7, "Racism and
normality;" and, chap. 8, "Television News, current affairs and
documentary;" and, Lull, chap.5, "Media Audiences."

Optional: Messaris, Part 1: Image As Simulated Reality, esp. chap.
3, "Can Pictures Bridge Cultures?" and, Gandy, chap. 3, "The
Media System."

Mid-Term distributed.

Module 3: Methods of Analysis, or The Interpretation of Meaning

- 9** *Mon* **15 Oct.** *Theoretical Frameworks (con't) -- Hegemony* Read Entman and Rojecki, chap. 3, "Culture, Media and the White Mind;" chap., "Race at the Movies;" and, Lull, chap. 7, "Symbolic Power and Popular Culture."
- Movie -- *White Man's Burden*
- Optional: Parrillo, chap. 8, "Intergenerational Comparisons;" and chap 9, "Is Multiculturalism a Threat?" Messaris, chap. 4, "Visual Truth, Visual Lies;" and, Lester, chap. 3, "Media Methods that Lead to Stereotypes."
- Mid-Term due**
- Wed* **17 Oct.** Read, Lull, chap. 8, "Meaning in Motion."
- White Man's Burden* continued
- Optional: Read, Schudson, chap. 4, "Objectivity Becomes Ideology: Journalism After World War I."
- 10** *Mon* **22 Oct.** *Theoretical Frameworks (con't) -- Critical Theory* Read, Omi and Winant, chap., "The Great Transformation;" and, Grossberg, chap. 7, "Ideology;"
- Optional: Gandy, chap. 4, "Reflection and representation."
- Short Paper 3 distributed**
- Wed* **24 Oct.** **Read,** Entman and Rojecki, chap. 4, "The Meaning of Blackness in Network News;" chap. 5, "Violence, Stereotypes, and African Americans in the News;" and, Grossberg et al, chap. 8, "Producing Identities."
- 11** *Mon* **29 Oct.** *Theoretical Frameworks --(con't) -- Four Theories of the Press*
Read, Grossberg et al, chap. 14, "Normative Theories of the Media."
- Short Paper 3 due**
- Wed* **31 Oct.** Read, Grossberg et al, chap. 12, "Media and Politics;" and chap. 13, "The Media and the Public."

Module 4: Student Research Presentations/Jigsaw Teaching Method

Weeks 12-16 are given over to student presentations. Please note the following dates:

Monday, 12 November	Short Paper 4 distributed; due on 19 November.
Wednesday, 5 December	The Final Exam distributed.
Thursday, 13 December	Final Exam, 8:05-9:20 a.m., K 210. Research Papers and Exam due.