

JOMC 111: Minorities and Communication Spring 2002

Tue & Thur: 3:30-4:45 pm

Office: 216 Carroll

Carroll Hall, Rm 11

TTh: 2-3:15 pm

Harry Amana

MWed: by appointment

harryamana@unc.edu 962-4080

[Examination Questions](#)

Catalog description:

MINORITIES AND COMMUNICATION JOMC 111 - 3 credits, spring. An examination of racial stereotypes and minority portrayals in U.S. culture and communication. Emphasis is on the portrayal of Native-Americans, African-Americans, Hispanics and Asian-Americans in the mass media.

Required Textbooks:

* *Latin Looks: Images of Latinas and Latinos in the U.S. Media*, Clara E. Rodriguez

* *Orientalism: Asian Americans in Popular Culture*, Robert G. Lee

* *Split Image: African Americans in the Mass Media*, Jannette L. Dates & William Barlow

* *The White Man's Indian*, Robert F. Berkhofer, Jr.

Required Readings:

These are articles placed in JOMC 111 Folders on the second floor of Davis Library and on [Electronic Reserves](#) at "The Main Library System," under JOMC111. Some articles also are available at [InfoTrac](#). Others may be available on CD Rom on Ethnic NewsWatch, available in Davis Library.

Course Objective:

The course is designed to introduce students to some of the complexities of the relationships between race, culture, popular culture and mass media. Students will also be introduced to some basic tools and techniques for evaluating, analyzing and understanding these relationships as they are communicated through mass media.

Course Structure:

The class is made up of classroom lectures and discussions on the required and reserve readings, Internet listserv communication, periodic handouts and films, **two take-home examinations, a research paper, and a take-home final examination.** Students are responsible for examining all materials assigned on the syllabus. Even though all materials assigned may not be specifically covered or discussed in class, the instructor assumes that students will have read all materials and that they understand all of the materials, unless they ask questions during class or on the listserv.

Internet Communication:

All students will be registered on the JOMC 111 listserv in order to augment classroom activities. Students also should visit the instructor's Web site and explore some of the links on the "[Minority & Black Press Sites](#)". In particular, students should regularly monitor the News Watch web site at newswatch.sfsu.edu, which analyzes media coverage of minorities. For advice on how to evaluate the credibility of web sites, go to: <http://web.missouri.edu/~jschool/missourian/guidelines.txt>.

Take-Home Examinations (20 percent each):

There will be **two** take-home examinations due **Feb. 12** and **April 4** in class, at 3:30 pm. Examination questions will be taken from a list of questions that will be posted after each course segment. The examination will be given to students 24 hours before the exam is due and must be typed, double-space. Exams not turned in at class time will receive a one-grade reduction, provided they are turned in within 24 hours of the due date and time. No exams will be accepted beyond the 24-hour extension and the grade for the assignment will be an F.

Research Paper (40 percent):

Students are required to write a research paper of 10-12 pages. [Graduate students are required to write a paper of 15-20 pages and will be asked to conduct a 20-minute session on their research topic.] The paper must examine some mass medium for the way it has portrayed a U.S. minority during a specified period of time or history. This must include an examination of primary materials in hard copy or on microfilm/microfiche, such as newspapers, magazines, films or advertisements.

In some instances, television or radio shows (news, documentary, comedy or drama) may be used, provided the student tapes the shows and includes the tapes as a part of the project. Proposed topics must be submitted by **March 21**. Papers are due on **April 25**.

Take-Home Final Examination (20 percent):

This is a required examination due **Thurs., May 9, by 7 pm**. The exam will be posted at 7 pm, Wed., May 8, and must be typed, double-space. It may cover everything examined in the course. Examination questions will be taken from a list of questions that will be given to students throughout the semester as we complete study on each of the five minority/media topics. Students are encouraged to study in small groups to prepare for this examination.

Writing Standards:

JOMC standards for accuracy, spelling, grammar and punctuation will apply. For research papers, consult *Manual for Writers of Term Papers, Theses, and Dissertations*, by Kate Turabian. **Papers with significant spelling, grammar or punctuation errors will not receive a grade above C, regardless of the quality of the analysis or ideas presented in the paper.**

Grading for this class is as follows:

A = 93 or above B+= 87-89 C+= 77-79 D+= 67-69
A-= 90-92 B = 83-86 C = 73-76 D = 63-66
B-= 80-82 C-= 70-72 D-= 60-62

Attendance is required. Significant absences could affect students' final grades by the loss of 1-3 points.

Honor Code:

Students are reminded that a failure to do all of their own research and writing would be a violation of the University Honor Code and could result in disciplinary action by the School of Journalism and Mass Communication. For comprehensive information on the Honor Code, go to the UNC-CH Student Judicial System web site at www.unc.edu/depts/honor.

Topics/Readings/Dates

Introduction to the course**Jan. 8**

Evaluation Tools: Critiquing and Analyzing Media and Culture**Understanding DuBois' concept of "double consciousness"****Jan. 10, 15****Readings:**

DuBois, W.E.B., [The Souls of Black Folk](#) Read: "The Forethought," and "Of Our Spiritual Strivings"
Gillespie, Nick. "[View masters](#) (the debate over the effects of pop culture such as TV)," *Reason*, Feb. 1, 1996 (Folder 1)
Jewell, Sue K. "The Social Significance of Cultural Imagery," *From Mammy to Miss America and Beyond: Cultural Images & the Shaping of US Social Policy*, pp. 15-34. (Folder 2)
Lippmann, Walter, "Stereotypes," *Public Opinion* Chapters 6, 7 & 8; pp. 53-84. (Folder 3)
Seiter, Ellen. "Stereotypes and the Media, A Re-evaluation," *Journal of Communication*, 1986, 2, Spring. (Folder 4)

Native Americans and the Media**Jan. 17, 22, 24, 29, 31; Feb. 5 & 7**

Readings

Text: *The White Man's Indian*, Robert F. Berkhofer

Films: "The Battle at Elderbush Gulch" (1913) & "Iola's Promise" (1912), D.W. Griffith

Web Sites:

[Lone Ranger Page](#) (See Web TV "Tonto Tells All")

["Pictures of our Nobler Selves"](#) (History of news media contributions)

Churchill, Ward. "Media Stereotyping and Native Response: An Historical Overview," *The Indian Historian*, Vol. 11, No. 4 (Folder 5)

Coward, John M. "News and the 'Indian Problem' in the Antebellum Period" (Folder 6)

African Americans and the Media

Feb. 12, 14, 19, 21, 26, 28; March 5 & 7

[Feb. 12: Exam # 1 Due]

Readings

Text: *Split Image: African Americans in the Mass Media*, Jannette I. Dates & William Barlow

Recommended Readings:

The Devil Finds Work, James Baldwin.

Prime Time Blues: African Americans on Network Television, Donald Bogle

Toms, Coons, Mulattoes, Mammies and Bucks: An interpretive history of Blacks in American films, Donald Bogle

Unlikely Couples: Movie Romance as Social Criticism, Thomas E. Wartenberg

Films: "Ethnic Notions," (1986); "Anatomy of a Controversy," (Critique of the "Amos 'n' Andy" TV show); "The Negro Soldier" (1944), U.S. War Department.

Web Sites:

["Bamboozled"](#) (From Spike Lee's controversial movie)

[Bamboozled Again, and Again](#), Harry Amana

[African-American Sheet Music 1850-1920](#) ("Coon-show" stereotypes in early theater)

[Amos 'n' Andy](#) (Web Page by an admirer)

Morton, Patricia. "The Myths of Black Womanhood," *Disfigured Images: The Historical Assault on Afro-American Women*, pp. 1-15. (Folder 7)

Kerner Commission. Chapter 15, "The News Media and the Disorders," *Report of The National Advisory Commission on Civil Disorders*, March 1, 1968 (Folder 8)

S P R I N G B R E A K

March 9-17

Latino/Latina Americans and the Media

March 19, 21, 26, 28; April 2

Readings

Text: *Latin Looks: Images of Latinas and Latinos in the U.S. Media*, Clara E. Rodriguez

Library Reserve: *Images of the Mexican American in Fiction and Film*, Arthur G. Pettit.

Films: Cisco Kid episodes.

Web Sites:

(Cisco Kid and Pancho):

["Double Trouble"](#) (A 26-minute TV film on RealPlayer)

["Ransom"](#) (A 25-minute radio show on ReadAudio)

Brack, Gene M. "Mexican Opinion, American Racism, and the War of 1846," *The Western Historical Quarterly*, April 1970, pp. 161-174 (Folder 9)
Woll, Allen I. "Hollywood's Good Neighbor Policy. The Latin Image In American Film, 1939-1946," *Journal of Popular Film*, 3 Fall 1975, pp. 278-293 (Folder 10)

Asian Americans and the Media

April 4, 9, 11, 16 & 18

[April 4: Exam # 1 Due]

Readings

Text: *Orientalism: Asia Americans in Popular Culture*, Robert G. Lee
Library Reserve: *From Japs to Japanese: an evolution of Japanese-American stereotypes*, Dennis M. Ogawa
Films: "Broken Blossom: or, The Yellow Man and the Girl" (1919), D.W. Griffith; Charlie Chan clips.
Marchetti, Gina. "Broken Blossoms: Sexual Perversity and Spiritual Salvation," *Romance and the "Yellow Peril": Race, Sex, and Discursive Strategies in Hollywood Fiction*. (Folder 11)
Ciria-Cruz, Rene. "Looking for Asian America," *Filipinas Magazine*, May 31, 1995 (Folder 12) Also available on CD-Rom, Ethnic NewsWatch.
Spoehr, Luther W. "Sambo and the Heathen Chinese: Californians' Racial Stereotypes in the Late 1870s," *Pacific Historical Review*, 2d Sev. 42 (1973) pp. 185-204 (Folder 13)

Web Sites:

[Drawing From Stereotypes](#) (A "Newswatch" discussion on editorial cartoon)
[Charlie Chan proverbs](#) (Soundbites of Chan reciting "proverbs")
[The Fiendish Fu Manchu](#) (Seven 10-minute radio shows)

Arab Americans and the Media

April 23 & 25

Readings

Bustany, Donald S. "Why Is It Still OK to Defame Arabs?" *Newsday*, May 9, 1995 (Folder 14)
Shaheen, Jack G. "The Hollywood Arab (1984-1986)," *Journal of Popular Film and Television* (Folder 15)

Recommended Reading

Library Reserve: *Split Vision: Arab Portrayal in the American Media*, Edmund Ghareeb, editor

Library Reserve: *The TV Arab*, Jack Shaheen

Web Site:

[100 Questions and Answers about Arab Americans: A Journalist's Guide](#), Detroit Free Press

Wrap-up/Review

April 1

[To Amana's Home Page](#)