

# Minorities, Women and Media Syllabus, Fall 2001

## MINORITIES, WOMEN AND THE MEDIA

(JOUR 311/WOST 311)

Fall 2001

Professor: Kenneth Campbell

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Office Hours: Time: W: 5:30-8:15p.m.

M: 11-noon; 2-2:30

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**PURPOSE OF COURSE:** To help students gain an understanding of the relationship between persons of color and the mass media in the USA as well as women and the mass media. The course will focus on the mass media's representation of these groups, including whether and/or how their representation has changed over time, what forces have affected their representation, and the current state of their representation. The course should help students understand and apply the concept of media literacy; that is, to become critical consumers of the mass media, particularly as it relates to the representation of minorities and women.

**PROJECT REQUIRED:** Each student will be required to complete a project approved by the professor on a topic of the student's choice related to the content of this course. A description of the project, how the information was collected and analyzed, and a summary of its findings and relevance must be turned in with the project. This should be limited to a maximum of three doubled-spaced pages. Projects will vary, depending on the interests of the students. Group projects (limited to a maximum of three persons) will be permitted, but only when individual responsibilities are clearly defined and the project deserves that many participants. You must get the multiple participants cleared by the professor before starting the project. Projects must be presented to the entire class, or they will be penalized two letter grades. Also, all students are required to attend all sessions when projects are being presented. Absences during any portion of class while projects are being presented will be assessed the severest penalty. (Graduate students must write a minimum 15-page research paper using primary research.)

### STUDENT EVALUATIONS TO BE BASED ON:

Examinations (50%)

Short papers (15%)

Video reaction papers (10%)

Project or research paper (20%)

Class participation and discussion (5%).

For graduate students, the examinations will count 40% and a required research paper using primary sources will count 30%.

**EXAMINATIONS:** A mid-term and a final examination will be given.

**SHORT PAPERS REQUIRED:** Students will write short critical papers based on readings approved by the professor. Papers can be no longer than two double-spaced typed pages. Please indicate on the cover or first page which of the three types of paper it is. See below. You may be asked to discuss any of your papers in class.

**BE PEPAED!**

**DIVERSITY ACTIVITY:** Each student will be required to attend a diversity activity. You may be asked to talk about the diversity activity in class, or write about it. Please clear the activity with me first.

**MATERIAL TO BE COVERED IN COURSE:**

Representation of persons of color and women related to mass media (newspapers, magazines, motion pictures, the recording industry, radio and television).

**LANGUAGE:** While courses similar to this are taught at many universities under titles such as multiculturalism or diversity and the mass media, we have chosen “Minorities and Women” because those two groups will be the primary focus of the diversity content. The terms “minorities” and “people of color” will refer to African Americans, Hispanic Americans and Latinos, Asian Americans, and Native Americans. Additional minority groups can be added if time permits and there is sufficient student interest.

**ABSENCES:** Since this is a three hour class and meets only once a week, one class session is the equivalent of three regular class sessions. Therefore, 1 absence (a week’s worth of classes) will result in a lowering of your semester grade by at least a letter grade. Please be on time for class!

**REQUIRED READING:** There will be a number of handouts as well as readings on reserve for each topic. Relevant websites and electronic resources will also be used.

Media Literacy Website: [www.medialit.org](http://www.medialit.org)

Media Literacy Clearinghouse: <http://www.med.sc.edu:1081/>

**TYPE OF COURSE:**

Lecture and discussion of printed, audio, videotaped and filmed material. Students will be expected to read weekly material before class and be prepared to join in the discussions.

**Grading Policy**

The grading system used in this course will be the following:

A+=97-100%; A=94-96%; A-=91-93%; --Excellent;

B+=87-90%; B=84-86%; B-=81-83%--Good;

C+=77-80%; C=74-76%; C-=70-73--Average;

D+=67-69%; D=64-66%; D-=60-63, Poor, but acceptable;

F =0-59%--Unacceptable

## Deadlines

Assignments/papers are to be taken/turned in at the designated times. Late work without appropriate documentation for an excuse will be penalized at least a letter grade or not accepted.

## Academic Honesty

Students are expected to follow the University Policy on Academic Honesty in completing the work and assignments in this class. All assignments not done in class must have on the cover page the following statement:

The following statement should appear on all work:

"I have observed the USC Policy on Academic Honesty in completing this assignment."

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(Your signature in ink)

## WEEKLY SCHEDULE and READING ASSIGNMENTS

WEEK 1 -- Classes start Aug. 23. No Class this week.

WEEK 2 -- August 28

### Introductions & Overview

The Concept of Media Literacy: What Is It?

\*~Theoretical foundation for the course

- A. The Media Effects Debate
- B. Social Learning Theory
- C. Cultivation Analysis
- D. Critical Theory/Cultural Theory

Video: Icons and Symbols: Communication Shorthand

Video: Ethnic Notions

Transcript (on reserve)

Video: The Electronic Storyteller: Television and the Cultivation of Values

WEEK 2 -- September 4

Continuation of The Concept of Media Literacy and Theoretical foundation for the course.

Video: Ethnic Notions

Transcript (on reserve)

(1) One critical paper must analyze and challenge or critique a reading on the topic. A summary of the article is not sufficient.

(2) One critical paper must analyze two or more relevant readings that have different

points of view. A summary of the article is not sufficient.

Readings assigned in class by the professor cannot be used for #1 and #2.

(3) Critically examine the representation of minorities or women in a movie (or movies) or episodes of a television show, a video (or videos) or in an ad (or ads), using criteria discussed in class or from readings. Criteria and source of criteria must be clearly stated.

(Graduate students must write five short critical papers. See professor.)

Papers must be turned in the order above. Late papers will be penalized.

Television entertainment television images of women and minorities

B/KF, p1-42 (not 32-38)

B/KF, p3-11

Video: "Color Adjustment"

Video: Mickey Mouse Monopoly: Disney, Childhood, and Corporate Power

Video: "Images of Indians"

WEEK 3 -- September 11

Entertainment images and the mass media

Wood, p231-259 (on reserve)

Videos: David Puttnam Hollywood's role in shaping values

Video: Tough guise : violence, media, and the crisis in masculinity

WEEK 4 -- September 18

Required reading: (on reserve)

Kerner Report (Chapter 15 on reserve)

Campbell, "Symbolic Racial Representation in South Carolina Television News: Helpful or Hindrance?" (2000), Duhe, Campbell, Wiggins, and Zorn "Women in Southeast TV Newscasts" (1995), Campbell, "Women as Sources in Weekly Newspapers: Opportunities for Diversity"

Recommended reading: Kato, "Reading women's magazines can lower a woman's self-esteem, study discloses"

September 20 -- Critical Paper #1 Due, 6p.m.

WEEK 5 -- September 25

Representation of Race and Gender in Music Videos

Video: The Electronic Storyteller

WEEK 6 -- October 2

Representation of Race and Gender in Music Videos continued

WEEK 7 -- October 9

The Movies: Representation of Minorities and women on the big screen

Video: Reading Film

Video: Blacks on the Silver Screen or Midnight Ramble

Video: Images of Indians

WEEK 8 – October 16 -- Fall Break -- Critical Paper #2 Due, beginning of class  
EXAM I

WEEK 9 -- October 23  
The Movies: Representation of Minorities and women on the big screen, or OPEN

WEEK 10 -- October 30  
Print and broadcast news images of women and minorities

WEEK 11 -- November 6  
Print and broadcast news images of women and minorities continued

WEEK 12 -- November 13  
Advertising images of women and minorities  
Videos: Slim Hopes and/or Killing us softly 3: Advertising's image of women and/or  
Beyond Killing Us Softly: Strength to Resist  
Critical Paper #3 Due, Nov. 15, 6 p.m.

WEEK 13 -- November 20  
Advertising images of women and minorities continued  
Video: Advertising and the end of the world

WEEK 14 -- November 27~  
Research paper presentations  
GOALS OF COURSE: To develop in students an awareness of:  
1. the history of the mass media's representation of persons of color and women;  
2. the possible impact and consequences of representation on individuals and society;  
and  
3. how developing media literacy can allow one to enjoy mass media representation and  
limit its possible impact.

WEEK 15 -- December 4  
Research paper presentations  
Your Research Project will be due the day you are scheduled to present.  
Last day of class for University -- Friday, December 7.  
Reading Day -- Saturday, December 8.  
Final Exams -- Dec. 10-17.  
Final Exam for Jour 311 -- TBA.

WEEK 15 -- December 4  
Research paper presentations  
Research Papers/Projects Due: Thursday, November 30, 6 p.m.  
Last day of class for University -- Friday, December 8.  
Reading Day -- Saturday, December 9.  
Final Exam -- TBA.

## Bibliography

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