

JOUR 455: Diversity Issues in the Media
Tuesday and Thursday 11:30 – 12:45, Business Administration
106
Fall 2002

Instructor: Dr. Kathy Bradshaw

Office Hours: Monday – 3:00 – 5:00, Tuesday 9:00 – 11:00, and by appointment

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At the beginning of the 21st century, diversity issues are growing in importance to global businesses (including media businesses), world-wide education, and democracy. BGSU Journalism students will need a rich foundation in diversity issues during their careers in journalism or public relations.

Course Description

This course will increase your knowledge and understanding of media diversity issues. We will be concerned with news media representations of women and people-of-color. We will answer the question: In what ways are women and people-of-color portrayed in the news media and what are some of the responses to those portrayals? Additionally we will be concerned with the day-to-day working conditions for women and people-of-color in the news media in the United States. We will address a series of specific issues, place those issues in a broader social context, and develop an understanding of the theoretical underpinnings of diversity issues.

Objectives

- 1.) Deepening your appreciation of the relationship between journalism, diversity and democracy;
- 2.) Building your understanding and knowledge of news media representations of diversity;
- 3.) Enhancing your familiarity with current problems surrounding media diversity representations and the ways in which diversity issues are defined; and
- 4.) Expanding your understanding of media work-place diversity issues.

I will work with you as groups and individually to be sure you are making progress throughout the semester. I will also facilitate interaction among students working on group projects.

Required Texts

Shirley Biagi and Marilyn Kern-Foxworth, *Facing Difference: Race, Gender, and Mass Media* (Thousand Oaks, California; London; New Delhi: Pine Forge Press, 1997)

Don Heider, *White News: Why Local News Programs Don't Cover People of Color* (Mahwah, New Jersey: Lawrence Erlbaum, 2000).

Robert Entman, *Black Image in the White Mind* (Chicago: University of Chicago Press, 2001)

COURSE ACTIVITIES

- 1) **White News, paper (10%) Due Tuesday September 10th and discussion group (5%).** You will write a 5-6 page book report. Four pages of the paper consist of a summary of the book. One to two pages of the paper consist of either an analysis of *White News*, or integration of *White News* with your existing knowledge, or a comparison of *White News* to your experience as an intern. For discussion, the class will be divided into groups of 3 or 4 people to discuss aspects of *White News* and report back to the class as a whole. Topics will be assigned and you may suggest topics.
- 2) **Issue Presentation (20%).** Groups consisting of 3 - 4 people will present a media diversity issue to the class, taking the assigned readings in the *Facing Difference* text as a starting point. You will supplement the readings with additional research and prepare an outline of your presentation. You will turn in the instructions prepared for the presentation organizers and discussion leaders.
(See Guidelines for Issue Presentation for details.) Form groups on Thursday August 29th.
The same group that presents an issue will serve as the team of organizers and discussion leaders for another issue. See 3.

- 3) **Presentation organizers and discussion leaders (10%).** Groups consisting of 3 - 4 people will serve as a crew to help another group with the logistics of giving a presentation. You will introduce speakers, play videotapes, change overheads, rearrange seating, and pass out material as required by the group presenting. Additionally, you are responsible for leading the discussion following the presentation. A discussion plan must be handed in at the beginning of the class in which the discussion is held. You will form your own group (see 2), and be assigned to an Issue group. Dates assigned Thursday August 29th (if time) or Tuesday September 3rd. There will be time in class for the Issue Presentation group to meet with their Organizers & Discussion Leaders team.
- 4) **Black Image paper (10%) Due Tuesday November 26th, and discussion group (5%).** You will write a 5-6 page book report. Four pages of the paper consist of a summary of the book. One to two pages of the paper consists of an integration of *Black Image in the White Mind* with material from this course. For discussion, the class will be divided into groups to discuss aspects of *Black Images in the White Mind* and report back to the class as a whole. Topics will be assigned, and you will have the opportunity to suggest discussion topics.
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- 5) **Test I (10%).** All material covered in class lectures, the text *Facing Difference*, the book *White News*, and your colleagues Issue Presentations.
Thursday, September 26th
- 6) **Test II (10%).** All material covered in class lectures, the text *Facing Difference*, and your colleagues Issue Presentations.
Thursday, November 7th
- 7) **Final Exam (20%)** Comprehensive. All material covered in class lectures, the text *Facing Difference*, the books *White News* and *Black Image in the White Mind*, and your colleagues Issue Presentations.
Friday December 20th, 10:45 AM - 12:45 PM.

YOUR GRADE GRID

ACTIVITY	% of grade	Possible Points	Points Earned	Cumulative Points
White News Paper	10%	100		
White News Discussion	5%	50		
Issue Presentation	20%	200		
Presentation Organizer	5%	50		
Presentation Discussion Leader	5%	50		
Black Image Paper	10%	100		
Black Image Discussion	5%	50		
Test I	10%	100		
Test II	10%	100		
Final Exam	20%	200		
Totals	100%	1000		

GRADE SCALE:

A = 930 - 1000; B = 820 - 929; C = 690 - 819; D = 600 - 689; F = 599 or fewer

DETAILS Papers must be typed, double-spaced, in 12 pt font, on white 8.5 X 11 inch paper with one-inch margins. Your grade will be based on content, language mechanics (spelling, grammar, word choice, and so forth), compliance with the assignment and detail instructions. Written assignments are due at the beginning of the class. If an assignment is not handed in at the beginning of class, it is late and the grade will be reduced by 10%. **LATE, WRITTEN ASSIGNMENTS will be assessed a 10% penalty for each day they are late, and**

will not be accepted beyond two days after it is due. Thus, your last chance to turn in a paper due on a Thursday at 11:30 would be Monday by 11:30. Papers must be turned in to me printed on paper and will not be accepted via electronic delivery.

If you are absent on the day you are to present an issue, you have two options.

- 1) You may convince a group to allow you to join in the work and presentation of another issue.
- 2) You may write a 15-page paper on an alternative issue. This paper is due at the beginning of the class period on the second Tuesday following the day that the presentation is missed. In conference with you in my office, I will assign an alternative issue.

If you are absent on the day you are scheduled to be an organizer/discussion leader you have two options.

- 1) You may convince a team to allow you to join in the work of organizing and leading the discussion of another topic
- 3) You may write a 10-page discussion of an issue. This paper is due at the beginning of the class period on the second Tuesday following the day that the presentation is missed. In conference with you in my office, I will assign an alternative topic for discussion topic.

Important. PLEASE NOTE. You must have the agreement of the entire group in order to join another group. To join a group to present an issue or to organize and lead the discussion of the issue, the entire newly formed group must meet with me in my office as you begin your new collaboration.

Attendance

All assigned readings should be read before coming to class on the day they are assigned. You are expected in class. You will need to take notes on lectures and on your colleagues Issue Presentations. Should you for some reason miss a class, you will need to find a helpful colleague to give you the notes from the day you missed. I will not penalize the people who have been in class by repeating material missed by one student. If your absence from class includes a missed test, the final exam grade will count for both the final exam and the missed test. Missing days in class is likely to result in a lower grade for the course ***because there will be material covered in class lectures, presentation, and discussion that will be on the tests.***

Group problems. In the event that a person fails to contribute to the group work, the members who are making the assertion will prepare a written statement of the problem and then make an appointment to see me. I will also meet with the person who is charged with failure to contribute.

Plagiarism

The Journalism Department’s statement on plagiarism is available in the journalism office. Plagiarism includes using the words and ideas of others without giving them credit. I expect that the projects you hand in to me are *entirely* the result of your own work.

Course Schedule (tentative)....any necessary changes will be announced in class

Please read the assigned reading before coming to class.

<p>Tuesday, August 27 Class Introduction</p>	<p>Thursday, August 29 Form Groups for Presentation, ands Organizers/ Discussions</p>

<p>Tuesday, September 3 News Structures Lecture/Activity</p>	<p>Thursday, September 5 Hutchins/Kerner Lecture</p>
<p>Tuesday, September 10 <i>White News</i> <u>White News Book Report Due</u> Discussion: Topics assigned 15 minutes in group, and leader reports to class. Turn in written main points.</p>	<p>Thursday, September 12 <i>White News</i> Discussion: Topics assigned 15 minutes in group, and leader reports to class. Turn in written main points.</p>
<p>Tuesday, September 17 <i>White News</i> Discussion: Topics assigned 15 minutes in group, and leader reports to class. Turn in written main points.</p>	<p>Thursday, September 19 <i>White News</i> Discussion: Topics assigned 15 minutes in group, and leader reports to class. Turn in written main points.</p>
<p>Tuesday, September 24 Test Review</p>	<p>Thursday, September 26 <u>Test</u></p>
<p>Tuesday, October 1 Working in TV News Vernon Stone, "Women Gain, Minorities Lose in TV News," <i>Facing Difference</i>, p.143 – 147. American Society of Newspaper Editors, "Minority Newsroom Employment Shows Small Gain," <i>Facing Difference</i> p 147- 154. Presentation</p>	<p>Thursday, October 3 <i>She Says: Women in News</i> (video)</p>

<p>Discussion</p>	
<p>Tuesday, October 8</p> <p>Coverage of Women</p> <p>Jan Whit, “Regression or Progression? The Chicago Tribune and ‘Womanews’” <i>Facing Difference</i>, pages 131- 138.</p> <p>M. Junior Bridge, “Slipping From the Scene: News Coverage of Females Drops,” <i>Facing Difference</i>, pages 102-112</p> <p>Presentation</p> <p>Discussion</p>	<p>Thursday, October 10</p> <p>NO CLASS FALL BREAK</p>
<p>Tuesday, October 15</p> <p>Coverage of First Americans</p> <p>“The Camera’s Red Lens: Television Coverage of Wounded Knee II” <i>Facing Difference</i>, pages 15-23</p>	<p>Thursday, October 17</p> <p>Coverage of First Americans</p> <p>Michael Haederle, “When Worlds Collide: Navajos and the News Media,” <i>Facing Difference</i>, pages 128-131.</p>

<p>Presentation</p> <p>Discussion</p>	<p>Presentation</p> <p>Discussion</p>
<p>Tuesday, October 22</p> <p>Coverage of Asian Americans</p> <p>William Wong, “Covering the Invisible ‘Model Minority’” <i>Facing Difference</i>, pages 97-102</p> <p>Presentation</p> <p>Discussion</p>	<p>Thursday, October 24</p> <p>Hispanics as Reporters</p> <p>Debra Gersh Hernandez, “Two Steps Forward, One Step Back” <i>Facing Difference</i>, pages 193-196.</p> <p>Presentation</p> <p>Discussion</p>
<p>Tuesday, October 29</p> <p>Alternative Media</p> <p>Lesbian and Gay</p>	<p>Thursday, October 31</p> <p>News Coverage</p>

<p>Rodger Streitmatter, “ Lesbian and Gay Press: Raising a Militant Voice in the 1960s,” <i>Facing Difference</i>, pages 112-125</p> <p>Presentation</p> <p>Discussion</p>	<p>M. L. Stein, “Racial Stereotyping and the Media,” <i>Facing Difference</i>, pages 125-128.</p> <p>Presentation</p> <p>Discussion</p>
<p>Tuesday, November 5 Review</p>	<p>Thursday, November 7 <u>Test</u></p>
<p>Tuesday, November 12</p> <p style="text-align: right;">Women</p> <p>Journalists Kim Walsh-Childers, Jean Chance and Kristin Herzog, “Outing Sexual Harassment of Women Journalists,” <i>Facing Difference</i>, pages 172- 179.</p> <p>Presentation</p> <p>Discussion</p>	<p>Thursday, November 14</p> <p style="text-align: right;">Ethnic</p> <p>Newspapers Jae Chul Shim, “The Importance of Ethnic Newspapers to U.S. Newcomers,” <i>Facing Difference</i>, pages 250-255.</p> <p>Presentation</p> <p>Discussion</p>

<p>Tuesday, November 19</p> <p>Sourcing News Valarie Basheda, “When Should You Quote Minority Sources?” <i>Facing Difference</i>, pages 138-140</p> <p>Presentation</p> <p>Discussion</p>	<p>Thursday, November 21</p> <p>Portrayal of African Americans</p> <p>Carolyn Martindale, “Only in Glimpses: Portrayal of America’s Largest Minority Groups by The New York Times, 1934-1994. <i>Facing Difference</i>, pages 89-95. Joann Byrd, “Blacks, Whites in News Pictures,” <i>Facing Difference</i>, pages 95-97</p> <p>Presentation</p> <p>Discussion</p>
<p>Tuesday, November 26</p> <p><u>Black Image Book Report Due</u> Discussion: Topics assigned 15 minutes in group, leader reports to class Turn in written main points.</p>	<p>Thursday, November 28</p> <p>NO CLASS THANKSGIVING</p>
<p>Tuesday, December 3 <i>Black Image</i> Discussion: Topics assigned 15 minutes in group, leader reports to class Turn in written main points.</p>	<p>Thursday, December 5 <i>Black Image</i> Discussion: Topics assigned 15 minutes in group, leader reports to class Turn in written main points.</p>

<p>Tuesday, December 10 <i>Black Image</i> Discussion: Topics assigned 15 minutes in group, leader reports to class Turn in written main points.</p>	<p>Thursday, December 12</p> <p>REVIEW FOR FINAL Groups will have specific area assignments, and report back to the class.</p>
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FINAL EXAM Friday December 20th, 10:45 AM - 12:45 PM.

Books that may be useful for your research for your presentation.

Mary E. Beadle and Michael D. Murray, *Indelible Images: Women of Local Television*

Steven Capsuto, *Alternative Channels: The Uncensored Story of Gay & Lesbian Images on Radio and Television*

Linda Ellerbee, *And So It Goes*

Patrice Gaines, *Laughing in the Dark: From Colored Girl to Woman of Color—a journey from prison to power.*

David H. Hosley and Gayle K. Yamada, *Hard News: Women in Broadcast Journalism*

Jurate Kazickas (Editor), Tad Bartimus, Tracy Wood, Kate Webb, Laura Palmer, Edith Lederer
War Torn: Stories of War from the Women Reporters who Covered Vietnam

Virginia Mansfield-Richardson, *Asian Americans and the Mass Media : A Content Analysis of Twenty United States Newspapers and a Survey of Asian-American Journalists*

Judith Marlane, *Women in Television News Revisited*

Daniel Paisner, *The Imperfect Mirror: Inside Stories of Television Newswomen.*

Cokie Roberts, *We Are Our Mothers Daughters*

Roger Streitmatter, *Raising Her Voice: African-American Women Journalists Who Changed History*

Roger Streitmatter, *Unspeakable: The Rise of the Gay and Lesbian Press in America*

Roger Streitmatter, *Voices of Revolution: The Dissident Press in America*

Lawrence J Wenner, *Media Sport*

Clint C. Wilson, *Black Journalists in Paradox; Historical Perspectives and Current Dilemmas*

William Wong , *Yellow Journalist: Dispatches from Asian America (Mapping Racisms)*

Frank H. Wu, *Yellow: Race in America Beyond Black and White*