

Course: **JRN 380, Racial Diversity: Mass Media's Role**
(Identical to WST 380. Credit may not be earned in more than one of these courses)

Section: JRN 380H 54749, (WST 380, 58913), 8:00am-9: 20 a.m. Tuesdays & Thursdays

Term: Fall 2001

Instructor: Dr. Alice A. Tait
Office: Anspach 032, 774-6603 or 774-3196 (Secretary)
E-mail: Alice_A_Tait@hotmail.com (**Please place AHANA as subject of all e-mail messages**)

Hours: 3:30 p.m. - 5:00 p.m. Tuesdays and Thursdays by appointment.

Biographical Information:

Alice A. Tait is the mother of Joseph Conrad Smith, II, the grandmother of Leiah, Joseph, III, Brigham, and an award-winning professor of communication at Central Michigan University, Mt. Pleasant, Michigan. In 1989 Central Michigan University awarded her a Teaching Fellowship and in 1990 a Teaching Excellence Award. Butler University, Indianapolis, Indiana awarded her a 1991-92 Visiting African-American Scholar's Position. Central Michigan University selected her as one two distinguished faculty members in 1996. For ten years she directed Central Michigan University's AHANA (African-Americans, Latinos/Hispanics, Asians, Native Americans), High School Journalism Workshop. She spent the 1996-1997 academic year as a Visiting Distinguished Professor at William Paterson University in Wayne, New Jersey. Tait graduated from Wayne State University in 1969 with a B.A. in speech and received her M.A. in mass communication and communications theory from Wayne State University in 1974. She received her Ph.D. in mass communication research and theory, and a cognate in interpersonal and public communication from Bowling Green State University in 1985.

Required Text:

Wilson, Clint C., II, Felix Gutierrez. 1995, Race, Multiculturalism, and the Media: From Mass to Class Communication, 2nd ed. Beverly Hills:

Discovering Diversity Profile (**Available from CMU Bookstore by 09/30/01. No refunds.**)

Supplemental Reading: Ramirez, Raul. Smith, Erna. Warrior, Robert. And Wong, William. (1994). *News Watch: A Critical Look at Coverage of People of Color*. Center for Integration and Improvement of Journalism at San Francisco State University. (**Copies on Reserve in the library**)

Recommended Reading: (Copies on Reserve in the library)

Rothenberg, Paula S. 1995, Race, Class and Gender in the United States: An Integrated Study, NY: St. Martin's Press. 3rd edition.
Creedon, Pamela J., ed. 1989, Woman in Mass Communication: Challenging Gender Values, Newbury Park, CA: Sage.

Classroom Civility:

Each CMU student is encouraged to help create an environment during class that promotes learning, dignity, and mutual respect for everyone. Students who speak at inappropriate times, sleep in class, display inattention, take frequent breaks, interrupt the class by coming to class late, engage in loud or distracting behaviors, use phones or pages in class, or behave aggressively towards others could be asked to leave the class and subjected to disciplinary action under the Code

of Student Rights, Responsibilities and Disciplinary Procedures.

I. Course Description

Utilizing mass communication theory, this course covers media's portrayal of select racial groups and gender from a historical and contemporary perspective and self-portrayals by these groups using the mass media. The emphasis is placed on the portrayal of: African-Americans, Native Americans, Asians, Latinos/Hispanics and Women within each of these groups.

II. Course Objectives

1. Explain the impact of mass media's portrayal of AHANA and women in society.
2. Trace the media's portrayal of the following groups, Women, Asians, African-Americans, Native American Indians, and Latinos/Hispanics.
3. Define the idea role of mass mediated communication in a racially diverse society.
4. Define the ideal role of mass mediated communication in society through a discussion of theories.
5. What has been the role of mass communication for AHANA?

III. Course Requirements

Class Attendance: Instructor must be notified in advance if you must miss an assignment. **Attendance is mandatory.**

'Make-ups': Make-up assignments will not be allowed except in case of rare priorities, i.e., severe illnesses, deaths, etc.

Examinations: Two

Grading System: There are a potential of four assignments. Each assignment carries equal weight. Each assignment will receive an alphabetical grade. Each alphabetical grade is assigned a numerical value. At the end of the semester, the numerical values are totaled and divided by four. The resulting numbers are then assigned a letter grade that becomes the final course grade.

A =	12	B =	9	C =	6	D =	3
A- =	11	B- =	8	C- =	5	D- =	2
B+ =	10	C+ =	7	D+ =	4	F =	1

Written Assignments(may change)

All handed in assignments must be typed.

1. You may select one of the following activities:
Attendance at one AHANA oriented activity/ program.
Interview an AHANA
**(Written critiques must be submitted for the interview and the activity.
Critiques must include research, incorporate information from Diversity Profile,
and apply course concepts)**
3. Media Portfolio(see last page for details)

4. Exams 1

5. **Headings for all assignments**

- Date
- Course & Section Number
- Assignment 's Name
- Social Security Number

6. **Extra Credit**

- 1) Extra credit may be earned only if you complete the course requirements.
- 2) The instructor will make you aware of extra credit opportunities. You can also make the instructor aware of extra credit opportunities.

IV. Lectures (course logic)

The lectures provide answers to the following questions:

1. What is the ideal role of mass mediated communication in a racially diverse society?
2. What is the role of mass mediated communication in society?
3. What has been the role of mass mediated communication for AHANA?

Lectures

1. Course overview
2. Definitions of AHANA (Minorities), race, racism, and sexism, and mass mediated communications
3. Impact of Mass Media on Society and AHANA
4. The Function of Mass Media in Society: The Political Perspectives (Authoritarian/Libertarian/Social Responsibilities/Communist)
5. Functionalism
6. Cedric Clark 's Evolutionary Stages of Minorities in the Mass Media
7. Business Concept
8. Effects model
9. The Role of the Civil Rights Movement in the Development of Black Television Characters. Dr. Tait and Dr. Perry.
10. The Impact of Minority Ownership on Minority Images in Local News. Dr. Marilyn Diane Fife.

Course Schedule:**V. Reading Assignments**

Week 1	August 28, 2001	'Racial Diversity in the Land of Majority Rule' Chapter 1
Week 2	September 4, 2001	'Communication Media and Society' Chapter 2 (Select Individual to interview or Select Activity)
Week 3	September 11, 2001	Review of Chapters 1, 2
Week 4	September 18, 2001	'From the Live Stage to Hollywood before World War II' Chapter 3
Week 5	September 25, 2001	'Movies and TV From World War II to the Brink of a New Century' Chapter 4
Week 6	October 2, 2001	Review for Exam
Week 7	October 9, 2001	(Exam 1 Take Home-No Class)
Week 8	October 16, 2001	Advertising: The Media's Not-So-Silent-Partner' Chapter 5 (Exams Due: 9-16-2001) (Spring Recess March 3,2001 –March 12,2001)
Week 9	October 23, 2001	'Public Relations: An Opportunity to Influence the Media' Chapter 6
Week 10	October 30, 2001	Review of Chapters 5, 6
Week 11	November 6, 2001	'The Press: Adding Color to the News' Chapter 7, March 29, 2
Week 12	November 13, 2001	'History: Journalism's Colorful Firsts' Chapter 8
Week 13	November 20, 2001	'Access: Developing a Multicultural Workforce' Chapter 9 Deadline: Written Extra Credit (Due: AHANA Interview/Activity/Media Critique)
Week 14	November 27, 2001	'Advocacy: Pressuring the Media to Change' Chapter 10 (Due: AHANA Interview Critique) Course Evaluations
Week 15	December 4, 2001	'Class Communication in Multicultural America' Chapter 11
Week 16	December 10-14, 2001 FINAL EXAM WEEK	54749, Tuesday, December 11, 8:00 –9:50 am

Media Portfolio (Copies on Reserve in the library)

Purpose: To keep abreast of the on-going issues related to the study of AHANA owned mass media and to integrate and apply course concepts.

Guidelines:

- ÿ The portfolio may consist of a collection of media articles related to issues, concepts, definitions, etc., discussed in this course and related to **AHANA owned mass media**. You may also utilize other media to frame this assignment. The source of the articles can be newspapers, magazines, television programs, etc.
- ÿ Examples of articles relating to concepts, principles, or issues covered in this course. **(See research topics handout.)**
- ÿ Articles can relate to one ethnic group or articles may represent all different groups.
- ÿ Your portfolio should contain a minimum of 6 articles. Articles are not returned. Please make copies for your records.
- ÿ Write summaries of articles (highlight the salient points) and their relevance to this course.
- ÿ Separate grade for **Portfolio**.

Portfolio Organization

Binding: Paper cover 8-1/2 x 11

Table of Contents

Introduction

Summaries

- Summarize Articles
- Relate to Course
- Publication Information (APA Guideline)
- End of Summary

Conclusion

Reference List

- ÿ Presentation required. Separate grade for presentation.