

SPC 333 Minorities and the Media

Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite. Junior/Senior standing or permission of instructor

Critical analysis of media representation of traditionally underrepresented groups (such as women, African-Americans, Native Americans, Asian Americans, Arabs and Muslims, and/or gays and lesbians).

Reasons for Revision:

(Fall 2005) This course (formerly COM 333 Minority Voices in the Media) was last revised in 1992. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Note: As part of this overall revision, speech and criticism courses are being re-labeled as SPC rather than COM to distinguish between the humanistic base of the newly labeled SPC courses and the applied nature of the courses that will retain the COM prefix.

Student Learning Outcomes:	Course Content References:	Assessment:
On completion of this course, students will be able to: 1. Examine representation in the context of a social system that gives the media significant authority and power in influencing public opinion.	I, II	1. Exams, papers, applied projects, presentations
2. Explore systematically the role of media in understanding, respecting and valuing diverse people or cultures	II, III	2. Exams, papers, applied projects, presentations
3. Recognize and analyze various representations of traditionally underrepresented groups in the media	IV	3. Exams, papers, applied projects, presentations
4. Analyze the ways in which the media contribute to privilege and injustice through stereotyping, prejudice and discrimination	I, II, III	4. Exams, papers, applied projects, presentations
5. Critically examine the past, present and prospective mutual impact of the media on diverse groups within American society	III, IV	5. Exams, papers, applied projects, presentations

Course Content:

- I. Communication and perception of social minorities
 - A. Culture and perception
 - B. Inclusion and representation
 - C. Positive/negative media influence on personal attitudes and public opinion
- II. Communication and misperception
 - A. Stereotypes
 - B. Prejudice
 - C. Exclusion
 - D. Media influence
 - E. Negative media influence on personal attitudes and public opinion
- III. Stereotyping
 - A. Language
 - B. Visibility or absence
 - C. News coverage
 - D. Advertising images
 - E. Objects of derision
 - F. Objects of humor
- IV. Media representation and/or under-represented
 - A. Ethnic-based representation in media
 - 1. African American
 - 2. Asian American
 - 3. Arab
 - 4. Latino
 - 5. Native American
 - B. Gender-based representation in media
 - 1. Women
 - 2. Gays and lesbians
 - C. Physical-based representation in media
 - 1. Age
 - 2. Physical ability
 - 3. Emotional/mental ability
 - D. Religion-based representation in media
 - 1. Catholic
 - 2. Protestant
 - 3. Jewish
 - 4. Muslim

Resources:

Current Scholarship in the Field.

- Berg, C.r. (2002). *Latino images in film: Stereotypes, subversion and resistance*. Austin TX: University of Texas Press.
- Browne, D.R. (2005). *Ethnic minorities, electronic media, and the public sphere: A comparative approach*. Marina CA: Hampton
- Casteñeda, C., & Campbell, S.D. (2005). *News and sexuality: Media portraits of diversity*. Thousand Oaks CA: Sage.
- Cottie, S. (2000). *Ethnic minorities and the media*. Maidenhead UK: Open University Press.
- Croteau, D., & Hoynes, W. (2002). *Media/society: Industries, images and audiences*. Thousand Oaks CA: Pine Forge.
- DeVries, H., & Weber, S. (2002). *Religion and media*. Stanford CA: Stanford University Press.
- DeZengotita, T. (2002). *Mediated: How the media shapes your world and the way you live in it*. London: Bloomsbury.
- Dines, G., & Humez, J.M. (2005). *Gender, race, and class in media: A text-reader* (2nd ed.). Thousand Oaks CA: Sage.
- Downing, J.D.H., & Husband, C. (2005): *Representing race: Racisms, ethnicity and the news*. Thousand Oaks CA: Sage.
- Egorova, Y., & Parfitt, T. (eds.). (2004). *Jews, Muslims and mass media: Mediating the 'other'*. New York: Routledge.
- Gauntlett, D. (2002). *Media, gender and identity: An introduction*. New York: Routledge.
- King, C.R. (2005). *Media images and representations: Contemporary Native American issues*. Broomall PA: Chelsea House.
- Larson, S.G. (2005). *Media and minorities: The politics of race in news and entertainment*. Lanham MD: Rowan & Littlefield.
- Lester, P.M. & Ross, S.D. (2003). *Images that injure: Pictorial stereotypes in the media* (2nd ed.). Westport CN: Praeger.
- Lind, R.A. (2003). *Race/gender/media: Considering diversity across audience, content and producers*. Boston: Allyn & Bacon.
- Poole, E. (2002). *Reporting Islam: Media representations and British Muslims*. London: I.B. Tauris.
- Riley, C.A. (2005). *Disabilities and the media: Prescriptions for change*. Lebanon NH: University Press of New England.
- Rolo, M/A. (Ed). (2000). *The American Indian and the media*. New York: NCCJ.
- Schultz, Q.J. (2003). *Christianity and the mass media in America: Toward a democratic accommodation*. East Lansing MI: Michigan State University Press.
- Signorile, M. (2003). *Queer in America: Sex, media and closets of power* (3rd Ed.). Madison: University of Wisconsin.

Soukup, P.A. (2000). *Media, culture and Catholicism*. Franklin WI: Sheed and Ward.

Periodicals:

Applied Communication Research

Communication Quarterly

Communication Studies

Critical Studies in Mass Communication

Journal of Popular Culture