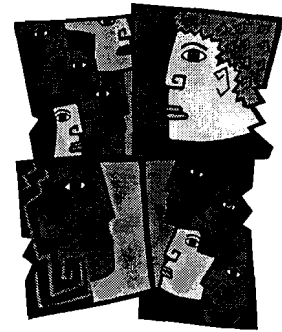


Race, Gender and the Media

University of Nebraska Lincoln • College of Journalism and Mass Communications

Course:	JOUR 498/898 Sections 501 (on campus) and 700 (distance)
Course Meetings:	Tues/Thurs 5:30pm-9:20pm
Location:	109 Andersen Hall
Instructor:	Sloane M. Signal
Office:	331 Andersen Hall
Phone:	402-472-4784
E-mail:	ssignal2@unl.edu



What you will learn

This course will focus on the study of multicultural and gender diversity issues within the mass media. Specifically, students will develop skills in the following three areas:

- I. Awareness:
 - Of the difference between diversity and multiculturalism.
 - Of what a stereotype is and how these negative images manifest themselves in the mass media.
 - Of the differences that exist among people and their cultures and the ways in which these differences affect individuals' views of the world, their values, their interpretations of the events of their lives, and the impact of the media industry on their view of the world.
 - Of why diversity is important for communications and mass media practitioners, and develop a critical view regarding diversity in the media.
- II. Knowledge:
 - Of the major contributions made by minority groups to the media industry.
 - Of the history of racial/ethnic groups in the mass media.
 - Of how language, text, and pictorial images within media can discriminate against certain groups of people and perpetuate stereotypes in society.
- III. Skills and Abilities:
 - To recognize and evaluate stereotypes of racial/ethnic groups, women and others that appear in media messages.
 - To identify discriminatory practices against key social groups and devise strategies to challenge such practices within media industries.
 - To address the historical, social, and political complexities of the mass media that traditionally have prevailed throughout various organizations.

This course is designed to stimulate student's critical thinking skills, through analyzing racial/ethnic images in the mass media. Particular emphasis on broadcast news, print, and advertising media messages of racial, ethnic, and gender-based minorities (African Americans, Hispanic Americans, Asian Americans, Native Americans, women).

Course Materials

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| Required Text: | ▪ Lind, Rebecca A. <i>Race, gender, media: considering diversity across audiences, content, and producers</i> . Pearson Education, 2004. |
| Other Materials: | ▪ Additional articles and supplemental information available through the Blackboard Learning System |

Course Expectations

- You are expected to help keep the course stimulating and the discussions relevant by completing the assigned readings prior to the class discussion.
- You are expected to participate in the weekly class discussions and will be responsible for leading at least one class discussion based on the readings from the text.

- You are expected to adhere to all deadlines outlined in the syllabus and to read and adhere to the policies and procedures of this course.

Important Policies

- Academic dishonesty of any type (this includes lifting information from the Internet) *will not be tolerated under any circumstance* and will result in an automatic "F" for this course. Please refer to the Undergraduate Bulletin for details.
- Students must respect people's diversity and to be aware of the various ways in which language can be discriminatory. Thus, everyone should avoid using biased language both in the class discussions and in written assignments.
- Important announcements, supplemental materials, etc. will be communicated via Blackboard. Please visit the site frequently to make sure you have the latest information regarding this course.
- Deadlines are important in journalism and they are important in this course. Late assignments will not be accepted.

Assignment Overview

Electronic/In-Class Discussions: Each student will lead a discussion of an article from the textbook. All students must then post a response/commentary to the issues raised by the student leading the discussion. During the first week of the semester, students will have the opportunity to select the article they would like to present via in-class/electronic discussion.

Reaction Synopsis: Students will also write a 3-4 page critical review of the article they present for discussion. The review should relate to a particular issued addressed in the text, and the student should also submit a current media example which demonstrates the issue addressed in the text.

Critical Analysis/Position Paper: The semester project will/should involve some form of media monitoring or critical analysis of mass media content. After discussion and approval from the instructor, each student will select a specific topic and write a position paper on the proposed topic. Students must also submit relevant examples from current media which should both demonstrate the issue and also refute the bias.

I will post comprehensive assignment sheets on Blackboard for the reaction synopsis and the critical analysis.

Graduate Students

In addition to the assignments mentioned above, graduate students taking this course must complete the following additional requirements:

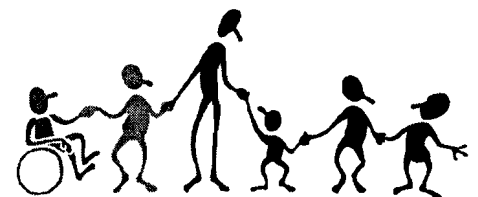
- Graduate students will lead two (as opposed to one) weekly electronic/in-class discussions and write a reaction synopsis for each. Each reaction synopsis and discussion presentation must include one outside (non-text) source.
- Graduate students must complete a 20-page critical analysis. The semester project must include at least one form of primary research and involve interaction with members of the target audience.
- Group Discussion/Presentation: During the last week of classes, each student will give a brief (5 minute) presentation of his/her critical analysis.

Grading


















Your grade in this class is based on the following criteria:

Undergraduate Students		Graduate Students	
Weekly Discussions:	40%	Weekly Discussions:	30%
Reaction Synopsis:	20%	Reaction Synopsis (2):	20%
Critical Analysis/Position Paper:	35%	Critical Analysis/Position Paper:	40%
Attendance:	5%	Group Discussion/Presentation:	5%
		Attendance:	5%
Total:	100%	Total:	100%

Your progress throughout this course can also make an impact – positive or negative – on your final grade. I reserve the right to lower or raise your grade based on your ability to demonstrate how well you understand – and can apply – what you learn in this course.



Course Schedule

Week 1	 Introductions/Syllabus Review
June 7/9	 Class Discussion: What is a Stereotype?/Race, Gender and the Media  Choose text articles for discussion/reaction synopsis  Electronic postings due by 5:00pm on Friday
Week 2	 Article Presentations/Discussion
June 14/16	 Class Discussion: Stereotypes and Print/News  Electronic postings due by 5:00pm on Friday
Week 3	 Article Presentations/Discussion
June 21/23	 Class Discussion: Stereotypes and Film/Television  Electronic postings due by 5:00pm on Friday
Week 4	 Article Presentations/Discussion
June 28/30	 Class Discussion: Stereotypes and Music/New Media  Electronic postings due by 5:00pm on Friday
Week 5	 Graduate Student Critical Analysis Presentations
July 5/7	 Class Discussion: Where do we go from here?  Course Evaluations/Student Reflection  Critical Analysis Projects Due (July 7th)