LATINOS AND MEDIA
RTF 365, LAS 322, MAS 374 (respective unique numbers: 07175; 36105, 31695)
Spring 2001, MWF 11:00-11:50 a.m., CMA 3.120; University of Texas at Austin

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The purpose of the course is to help students learn about:
¥ important demographic developments related to Latinos in the United States;
¥ the portrayal of Latinos in general market mass media;
¥ the effects those portrayals have on perceptions and understanding between people of different ethnic backgrounds;
¥ the history and current status of selected Latino-oriented media in the US;
¥ the current status of selected ancillary media companies and organizations;
¥ the role of mass media in Latino politics; and,
¥ skills and opportunities for mass media job that pertain to Latino audiences and markets.

In addition, students will be involved in one of the following projects (details will follow soon):
¥ the construction of a web page on Latinos and the media
¥ the creation and production of Public Service Announcements (PSAs) and other audiovisual materials promoting goals of Mothers Against Drunk Driving (MADD);
¥ improving a video documentary on the images a Latino children in film and TV; and/or
¥ fieldwork related to some Latino-oriented media news or entertainment programming.

In the process of learning about each of these topic and projects, the students, assistants and professor will share with each other numerous articles (from both print and broadcast media) on current affairs related to Latinos. It is expected that the class will often engage in productive and intellectually stimulating discussions about (a) the mass media’s presentations of those events and (b) their potential effects on Latinos, Anglos, and any other segments of society that may be of interest to class members.

The course will be valuable for anyone who will be working with or for people of different ethnic-minority backgrounds. Aspiring radio/TV/film producers, journalists, advertising and public relation experts, counselors, or media consumers in general will learn how to better communicate with and about the diverse ethnic-minority communities in our changing world.

Readings
A reading package (available at Longhorn Copy Shop after the third week of class).  
Current event articles, which will be handed out or placed on reserve at the undergraduate library.  
Rubin, R., Rubin, A., & Piele, L. (2000). Communication Research. (5th ed.) Belmont, CA: Wadsworth. (This last one is supplemental and strongly recommended for students wishing to improve their research and writing skills.)

Course requirements and grading guidelines

General challenges
1. an open mind to learn about pertaining to Latinos and the media;
2. the timely completion of the required readings;
3. the timely completion of the writing assignments, especially the exams;
4. a personal commitment to develop and complete your project; and,
5. engaged and interesting participation in class discussion

IMPORTANT NOTE: Attendance and participation are both required. A combination of more than three unexcused absences to the lecture and/or group project meetings will result in an automatic grade reduction.

Grades
“Exams”: These will be in the form of a series of written assignments, some brief (2-3 pages), others longer (4-6 pages), in which you demonstrate what you have learned from the readings and your own research for the class.

Project report: At least a 10-page essay in which provide a narrative explaining the work you did on the project you were involved with.

Grading distribution

Written assignments
First 5%
Second 15%
Third 25%
Subtotal for assignments 45%

Project work and report 45&

Class participation 10%

“Curve”
≥ 90= A
80-89= B
70-79= C
60-69= D
Note: It will assumed that work submitted will be the original work of the students whose name appears on it and was prepared exclusively for this course, not copied or recycled from or for another. Plagiarism and other acts of scholastic dishonesty are subject to academic penalties such as no credit for the assignments, a failing grade for the course, an even suspension from UT.

### Topics and Reading Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed.</td>
<td>1/17</td>
<td>Introduction, overview of the course; class requirements; short survey</td>
<td>None</td>
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<tr>
<td>Friday</td>
<td>1/19</td>
<td>Getting to know you, me, us. An exercise in learning about who we are and what some of the class projects will entail</td>
<td><a href="http://www.latinosandmedia.org">www.latinosandmedia.org</a></td>
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### Part 1: Foundations

- **Monday 1/22**
  - Discussion: the US as a multi-ethnic society; the diversity of Latinos and key words & concepts; media effects
  - Wilson & Gutierrez: ch.1
  - Some of the key words and concepts to focus on this week: ethnic, ethnicity, identity, situational ethnicity, assimilation, acculturation, adaptation, pluralism, retro-acculturation, prejudice, racism, ethnocentrism, political economy of ethnic relations.
  - During the first two weeks of class, it is highly recommended that you read on your own basic historical information about Mexicans, Puerto Ricans, and Cubans in the US. An excellent introductory source is the *Handbook of Hispanic Cultures in the United States*, Sociology volume, especially the chapter titled The Latino immigration experience: The case of Mexicanos, Puertorriqueos, and Cubanos. See also the sections on each of these groups in *The Harvard Encyclopedia of American Ethnic Groups*.
  - Other recommended readings:

- **Friday 1/26**
  - Organizational meeting to set working groups/teams for the projects.

- **Monday 1/29**
  - Foundations (continued)
  - Wilson & Gutierrez (W&G): ch.2

- **Wednesday 1/31**
  - Oral presentations and discussions related to Assignment 1: Why future communication professionals should learn about Latinos and the media.
  - Written assignment is due on Monday, Friday 5 at the start of the class.

- **Friday 2/2**
  - Meeting of working groups/teams

- **Monday 2/5**
  - At the start of the class turn in Assignment 1
  - Understanding media functions, & factors
  - Rodriguez: Introduction;
for assessing content & ethnic portrayals. Class handouts on media content.

Friday 2/9  Groups continue in-class work on their respective projects.

Part II: Portrayals We will begin discussion the early film images of Latinos and move on to current portrayals in film and on television. Then check images in news and ads.

Mondays 2/12, 19  Latinos in film

Wilson & Guiterrez: ch.3
Rodriguez: Part 2, chs. 4-10
Subverí-V lez: et al.: Section on film Portrayals
Subervi-V lez & Flored: Exploring

Thursday 2/22 Very Special Events!!!
Premiere Weekend Club forum: 3:30-4:4 p.m., FAC 21
Free preview screening of Gabriela, 8:00 p.m., Batts 7 (south mall)
Attendance to both events is required unless you cannot be excused from work or another class. Invite your friends/family to the free movie!

Mondays 2/26, 3/5  Latinos on television

Wilson & Gutierrez: ch. 4;
Subervi-V lez: et al.: Section on TV portrayals
Subervi-V lez: Interactions…
Subervi-V lez: Framing Puerto Ricans
Rodriguez: Part 1, chs. 1 & 3

Friday 3/2, 9  Groups continue work on their respective projects

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Friday 3/2, 9  Groups continue work on their respective projects

March 11-17  SPRING BREAK

Day  Date  Topic  Reading
Monday 3/19  Latinos in the news  Wilson & Gutierrez: ch. 7
  Wed 3/21  Subervi-V lez et al: Section on news portrayals
            Rodriguez: ch.2, new readings TBA

Friday 3/23  Groups continue work on their respective projects

Monday 3/26  Latinos in advertising  W&G: ch.5
  Wed 3/28  Astroff: Spanish gold…
            Nuiry: Ban the bandito
            Cortese: selected pages from Provocateur

Friday 3/30  Groups continue work on their respective projects

Monday 4/2  Assignment 2: What was learned about Latino portrayals in GM media
Written assignment is due that Monday at the start of the class.

Part III: Latino-oriented media We will begin discussing first the Latino-oriented newspaper and move up to current developments in Latino-oriented telecommunication.

For these topics we will have guest lectures by representatives of the Latino-oriented media located in Austin and/or San Antonio

Day  Date  Topic  Readings
Monday 4/2  Newspapers & magazines  W&G: ch.8
            Subervi-V lez et al: Section on print media

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Monday 4/2  Newspapers & magazines  W&G: ch.8
            Subervi-V lez et al: Section on print media
Friday 4/6  Groups continue work on their respective projects.

Monday 4/9
   Broadcast, film & video
   W&G: chs. 9&10
   Subervi-V lez et al: sctn. on electronic Media
   Rodriguez: Part 3, chs. 11-14
   GarciaL Wiring the hemisphere
   *Hispanic Business* December 2000
   Handouts on current developments

Wednesday 4/11
   Subervi-V lez et al: sctn. on electronic Media
   Rodriguez: Part 3, chs. 11-14
   GarciaL Wiring the hemisphere
   *Hispanic Business* December 2000
   Handouts on current developments

Friday 4/13  Groups continue work on their respective projects.

Monday 4/16
   Advertising, PR & marketing
   W&G: ch. 6

Wednesday 4/18
   Guest Lectures, TBA
   *Hispanic Business* December 2000
   Handouts on current developments

Friday 4/20  Groups continue work on their respective projects.

   Written assignment is due that Monday at the start of the class.

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<tbody>
<tr>
<td>Monday</td>
<td>4/23</td>
<td>Latinos, the media and politics</td>
<td>Subervi-V lez: Republican &amp; Democratic…</td>
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<tr>
<td></td>
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<td>Handouts on current developments</td>
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<tr>
<td>Wednesday</td>
<td>4/25</td>
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<tr>
<td>Friday</td>
<td>4/27</td>
<td>Group presentations of their projects</td>
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Monday 4/30
   Latinos and the media: The future
   Wrap-up, course evaluations
   W&G: Ch.11
   Rodriguez: Part 4, chs. 16&18

Wednesday 5/2  Group presentations of their projects

Friday 5/4  Group presentations of their projects

Friday 5/4  Assignment: 3 Final Projects reports due by 4:45 p.m.