The class that was once called Media and Minorities is now called Media and Special Audiences
here's short version that the students are pre-viewing right now before we start on Monday the 14thJuly
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Short Version-Syllabus for Online Course-WWW--E Learning Summer 2008

Media and Special Audiences
Basic Course Information and Requirements
Course Title: Media and Special Audiences (COMM 4320)
Credits: 3
Prerequisites: upper division standing
Instructor: Dr. Diana Rios, Ph.D.

E-mail: use the e-mail inside this class. Before class you can use diana.rios@uconn.edu
Tel: (860) 486-3187. For summer session it is best to use the e-mail inside this class. We can set up a phone appointment to chat. If needed we can meet in Storrs too.

Required Texts and DVD/VHS:
You can purchase textbooks from a bookstore in your area, through an online bookstore on the Internet, or from the UConn Coop (in person or by phone 1-800-873-2348). The bookstore will not carry the DVD/VHS.


REQUIRED Video or DVD •The bronze screen: 100 years of the Latino image in Hollywood. (2002). HBO/Cinemax, Questar Video Collection. ASIN: B00006LP9H (Available through Amazon.com and other retailers.) •Note that UConn’s Institute for Puerto Rican & Latino Studies (PRLS) has this DVD. You can go there to view it. You can call Anne the secretary at PRLS to get directions to Beach Hall. Make an appointment during the week 860-486-3997.

Additional Requirements: Articles (pdf files are located inside the class already); concentrated focus and reflection on issues.

Course Description
Media and Special Audiences (Media & Minorities) offers students an opportunity to explore and evaluate issues of race, ethnicity, culture, gender, sexual orientation, etc. in mass communication processes.

Course Objectives
By the end of this course, the student should have a more developed and expanded media knowledge as it relates to U.S. ethnic populations and other population segments. It is hoped that the student would
gain more sophisticated knowledge about ethnicity, race, culture, social class, and gender. This course is for any student who (1) is planning a career in the communication field (2) wishes to have a more complex understanding of mass media in a diverse world. A goal of this class is to offer students an environment in which they take a serious look at general market (mainstream) media, "minority" media and special audience segments.

How Much Things are Worth

Essays 20%

Discussion-Participation 20%

Midterm 30%

Final 30%

Schedule
Summer Session 2-- 2008

DATES
Module 1 begins Monday July 14-ends Thursday July 17
Module 2 begins Friday July 18-ends Friday July 25
Midterm Exam Friday July 25
Module 3 begins Monday July 28-ends Friday Aug.1
Module 4 begins Monday Aug.4-ends Friday Aug.8
Module 5 begins Monday Aug.11-ends Thursday Aug.14
Final Exam Friday Aug.15

Quick Overview Essays-Assignments
Heritage Essay due Thursday July 17
Bronze Screen Essay due Friday July 25
Ad Essay due Friday August 1
GLBT Essay due Thursday August 14

EXAMS
Midterm Exam-Friday July 25
Final Exam-Friday Aug.15

Next, meet your instructor.
Dr. Diana I. Rios  
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Communication Sciences and Institute for PRLS  
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*****Officer of AEJMC and ICA*****