

## REVISED COURSE PROPOSAL

**Prefix, Number and Name of Course:** SPC 333 D - Race, Class & Gender in Media

**Credit Hours:** 3 credits

In-Class Instructional Hours: 3

**Catalog Description:** Study of the intersection of race, social class and gender in popular culture and media, through a critical analysis of media representations of traditionally exploited, underrepresented or misrepresented groups (such as women, African-Americans, Native Americans, Asian Americans, Arabs and Muslims, poor and working class peoples, and/or gays, lesbians and transgendered peoples).

**Prerequisites:** none

**Reasons for Revision:** This revision (formerly Minorities in Media) reflects the evolution of scholarship and teaching in the fields of women and gender studies, African-American studies, American studies and working class studies and fulfills the requirements of the Communication Department's Accrediting Council on Education in Journalism and Mass Communications accreditation.

<b>Student Learning Outcomes:</b>	<b>Course Content</b>	<b>Assessment:</b>
On completion of this course, students will be able to:	<b>References:</b>	
1. Examine representation in the context of a social system that gives the media significant authority and power in influencing public opinion.	I, II, V	1. Research papers, presentations, Exams.
2. Evaluate the role of media in understanding, respecting and valuing diverse people or cultures.	II, III	2. Applied projects, participation in-class discussions.
3. Analyze various representations of traditionally underrepresented groups in the media.	IV	3. Applied projects, presentations, in-class exercises.
4. Analyze the ways in which the media contribute to privilege and injustice through stereotyping, prejudice and discrimination.	I, II, III, V	4. Papers, applied projects, presentations, in-class exercises.
5. Critically examine the past, present and prospective mutual impact of the media on diverse groups within American society	III, IV, V	5. Exams, papers, applied projects, participation in-class discussions, 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. Prejudice / Hate Speech
  - B. Misrepresentation and contextualization.
  - C. Exclusion
  - D. Media influence of groups
- III. Stereotyping
  - A. Language
  - B. Visibility or absence
  - C. News coverage
  - D. Advertising images
  - E. Pornography
- IV. Media representations
  - A. Race/Ethnic-based representation in media
  - B. Gender-based representation in media
  - C. Social Class representation in media
- V. Power and Impact of representations
  - A. Impact on wellbeing of members of groups
  - B. Impact on societal perception of groups
  - C. General impact on society

## **Resources:**

### Scholarship:

Andersen, M. (2009). *Race, class and gender: An anthology*. Independence, KY: Wadsworth.

Berg, C. R. (2002). *Latino images in film: Stereotypes, subversion and resistance*. Austin TX: University of Texas Press.

Briggs, K., Smith R., & Barreiro, J (2007) *Shoot the Indian: Media, misperception and Native truth*. Buffalo, NY: American Indian Media and Policy Initiative.

Casteñeda, C., & Campbell, S.D. (2005). *News and sexuality: Media portraits of diversity*. Thousand Oaks CA: Sage.

Cornell, D. (2000) *Feminism and pornography* (Oxford Readings in Feminism). London: Oxford.

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. (2010). *Gender, race, and class in media: A text-reader* (3rd 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.

Gonzales, J. & Torres, J. (2011). *News for all the people: The epic story of race and the American media*. London: Verso.

Jensen, R. (2007). *Getting Off: Pornography and the end of masculinity*. Boston: South End Press.

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.

Meyer, A. & Mikestone K. (2012) *Gender and Popular Culture*. Malden, MA: Polity Press.

Newman, D. M. (2007) *Identities and inequalities: Exploring the intersections of race, class, gender and sexuality*. New York: MCGraw Hill.

Signorile, M. (2003). *Queer in America: Sex, media and closets of power* (3rd Ed.). Madison: University of Wisconsin.

#### Periodicals:

*Applied Communication Research*  
*Communication Quarterly*  
*Communication Studies*  
*Critical Studies in Mass Communication*  
*Journal of American Studies*  
*Journal of Popular Culture*

Electronic and/or Audio Visual Resources:

*Gay and Lesbian Alliance Against Defamation: Words and Images Matter.*

<http://www.glaad.org/>

*Media Education Foundation.*

<http://www.mediaed.org/>

*Center for Media Literacy: Sexist advertisements: How to see through the soft sell.*

<http://www.medialit.org/reading-room/sexist-advertisements-how-see-through-soft-sell>

*National Association for Multi-Ethnicity in Communications.*

<http://www.namic.com/>

*National Association of Black Journalists.*

<http://www.nabj.org/>

*Native American Journalists Association.*

<http://www.naja.com/>

*National Association of Hispanic Journalists.*

<http://nahj.org>

*Buffalo State College Communication Department Diversity Resources.*

<http://www.buffalostate.edu/communication/diversityresources.xml>