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.

<table>
<thead>
<tr>
<th>Student Learning Outcomes:</th>
<th>Course Content References:</th>
<th>Assessment:</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completion of this course, students will be able to:</td>
<td>I, II, V</td>
<td>1. Research papers, presentations, Exams.</td>
</tr>
<tr>
<td>1. Examine representation in the context of a social system that gives the media significant authority and power in influencing public opinion.</td>
<td>II, III</td>
<td>2. Applied projects, participation in-class discussions.</td>
</tr>
<tr>
<td>2. Evaluate the role of media in understanding, respecting and valuing diverse people or cultures.</td>
<td>IV</td>
<td>3. Applied projects, presentations, in-class exercises.</td>
</tr>
<tr>
<td>4. Analyze the ways in which the media contribute to privilege and injustice through stereotyping, prejudice and discrimination.</td>
<td>III, IV, V</td>
<td>5. Exams, papers, applied projects, participation in-class discussions, presentations.</td>
</tr>
<tr>
<td>5. Critically examine the past, present and prospective mutual impact of the media on diverse groups within American society</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**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:**


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