

## **JB 680 Diversity and the Media**

### **Fall 2000**

**Hours:** T 5:20-8:20 pm, 122 Bunnell  
**Office:** Journalism Dept, 102B Bunnell  
**Phone:** 474-6249 (with answering machine)

**Instructor:** Dr. Joy Morrison  
**Office Hours:** TR 2-5 pm  
**E-mail:**ffjfm@uaf.edu

**COURSE DESCRIPTION:** This course is taught as a seminar meaning that the focus will be on readings and in-class discussions. It is taught with JB/WMS 380 and will require extra book reviews and a longer research paper for graduate students. We will study women, minorities and the media from a feminist, multi-culturalist perspective using a broad feminist analysis which encompasses issues of gender as well as class, race, age, sexual orientation, physical ability, etc. There will be guest speakers, films and videos to complement the readings and lectures.

**OBJECTIVE:** You will be introduced to critical theory as a way of examining how women and minorities are represented by the media. We will also look at several models of how children learn from the media. We will study the effects on society of these media representations. Hopefully by the end of the semester you will be able to critically analyze mass media products and discern things which were previously invisible to you. You should also have a good idea of how well the employment of women and minorities in media industries reflects our society demographically. This course also encourages students of different gender, racial groups, ethnic backgrounds, sexual orientation, abilities and ages to openly discuss their perceptions of how they are portrayed in the media, and to learn from each other and thereby become more sensitive to the feelings of different groups.

**RESPONSIBILITIES OF STUDENTS:** You should read all texts and the assigned articles and be able to discuss them. We will select a time outside of the regular undergraduate class time to meet for discussions of the books for review. Reasonable attendance is recommended and will count towards your final grade. You must keep a regular journal, complete a few short in-class essays, and complete book reports and a research paper.

**JOURNAL:** You are required to make regular entries in a logbook or file. These will be handed in every two weeks, graded and returned to you. These entries should link readings, lectures, discussions, and your daily encounters with the media. I would like an analytical and integrative discussion of different topics covered in the module rather than a rehash of lectures or readings. They will be graded for insight, originality, and individual progress as well as for clarity of writing. You may write them by hand if you have clear, legible handwriting. If you do not, please type these entries.

**ESSAYS:** I will assign several short essays during the semester so you can demonstrate your grasp of the subject matter.

**BOOK REPORTS:** You should write 5-page papers on the two extra books assigned. One is Douglas, S. *Where the Girls Are: growing up female with the mass media*. Times Books, 1996 and the other we will select together, based on your interests.

**PAPER:** a formal, 15 page research paper using citation style is required. This paper will be due in stages, the first being an outline of your topic then a Bibliography. You are free to select any relevant topic that interests you. The final paper is due December 12.

**COURSE MATERIALS:** The required texts are available for purchase at the bookstore:

Inness, Sherrie. *Tough Girls: women warriors and wonder women in popular culture*. U.Penn Press, 1999. P94.5 W65 I56

Lester, P. (Ed.) *Images that Injure: Pictorial Stereotypes in the Media*. Praeger, 1996.

Wilson & Gutierrez. *Race, Multiculturalism and the News: from mass to class communication*. Sage 1997.

Additional resources (in library stacks or in my office):

Aldrich, L.S. *Covering the Community: a diversity handbook for media*. Pine Forge Press, 1999.

Baehr, Helen and Ann Grey (eds) *Turning It On: a reader in women and media*. NY: Arnold, 1996.

Brundson, Charlotte et al. *Feminist Television Criticism: a reader*. Oxford: Clarendon, 1997.

Campbell, C. *Race, Myth and the News*. Sage, 1995

Douglas, S. *Where the Girls Are: growing up female with the mass media*. Times Books, 1996

Dines, Gail et al. *Gender, Race, Class and the Media: A Text Reader*. Sage 1995.

Entman, Robert and Andrew Rojecki. *The Black Image in the White Mind: media and race in America*. University of Chicago Press, 2000.

Giago, Tim (Ed.) *The American Indian and the Media*. 1991.

GLAAD. *Media Guide to the Lesbian & Gay Community*. 1997.

Guide to Research on Race and News. Missouri School of Journalism. 2000.

Heider, Don. *White News; why local news programs don't cover people of color*. NJ: Lawrence Erlbaum, 2000.

Keith, M. *Signals in the Air: Native American Broadcasting in the U.S.* NY: Praeger, 1998.

Marlane, Judith. *Women in Television News Revisited*. University of Texas press, 1999.

McDonald, F. *Blacks and White TV: African Americans in television since 1948* (2nd ed.) Chicago: Nelson-Hall. 1992.

Media Studies Journal. *The Media and Women Without Apology*. 1993

Seeger, L. *When Women Call the Shots: the developing power and influence of women in television and films*. Henry Holt, 1996

Shaheen, J. *The TV Arab*. Bowling Green U. Press, 1984.

Torres, Sasha. *Living Color: Race and Television in the U.S.* Duke U. Press 1998. PN1992.8 M54 L58

Wolf & Kielwasser, (Eds.), *Gay People, Sex, and the Media*. The Haworth Press, 1991.

Valdavia, A. *Feminism, Multiculturalism, and the Media*. Sage, 1995.

**Evaluation:** The grade is made up as follows from a possible 500 points:

1.	Journals	= 100
2.	Attendance	= 50
3.	Research paper	= 200
4.	Book reports	= 100
5.	Essays	= 50

Each of you begin as an “average” student, i.e. with a C grade and proceed to work from there. To obtain an “A” grade you will need to produce work that far exceeds my normal expectations. My normal expectations are regular attendance, hard work, evidence of time spent with the material, and an ability to demonstrate understanding of all concepts.

Grading for JB 680 will follow UAF guidelines:

- A = An honor grade, indicates originality and independent work, a thorough mastery of the subject, and the satisfactory completion of more work than is regularly required (425 points, or above)
- B = Indicates outstanding ability above the average level of performance (375-424 points)
- C = Indicates a satisfactory or average level of performance (300-374 points).
- D = The lowest passing grade, indicates work of below average quality and performance (250-300 points).
- F = Indicates failure to meet lowest standards (below 250 points).

Late assignments will automatically receive one grade lower for each day past the due date. There are no “extra credit” or “make-up” work opportunities.

High ethical standards are essential for maintaining credibility in this field. Every Journalism course taught at UAF seeks to maintain these standards, starting with an emphasis on producing original and factual work. Plagiarism is defined as appropriating passages or ideas from another person’s work and using them as one’s own. Fabrication is the inclusion of an invented statement within the body of a work. Neither plagiarism nor fabrication will be tolerated at the Journalism Department. Any student found to have plagiarized or fabricated statements will receive, at a minimum, an automatic “F” for the class. Any student found turning in a paper that has been used in another class will also receive an automatic “F” grade. Further action, such as expulsion from the department, also will be considered.

In the field of print and electronic journalism accuracy and clarity are essential. The ability to communicate information clearly and correctly is the cornerstone of effective communication. Every course in the Department of Journalism emphasizes developing strong writing skills. Therefore, a percentage of each course grade will be based on writing. I encourage you to make use of the Writing Center (8th floor, Gruening Building) where you can take a draft of any writing and get advice and assistance.

**JB 680: Fall 2000  
Tentative course outline**

Tuesday, September 12:

Introductions, discussion of syllabus

Videos: "Gender: the Enduring Paradox" & "Prejudice, discrimination and stereotypes"

Reading assignment: Wilson & Gutierrez, Part I (pp 3-60)

September 19:

Discussion of reading and video; Media theories, and some mass media models

Video: "Women and Minorities" & a piece from "The NewsHour"

Reading assignment: Wilson & Gutierrez, Part II (pp 61-108)

September 26:

**First Journal due**

Discussion of videos

Video: "Color Adjustment" and discussion

Reading assignment: Wilson & Gutierrez, Parts III, IV and V (pp 109-262).

October 3:

Guest lecturer (no discussion of readings)

Video: "Killing Us Softly 3" and "Dreamworlds: rock, power and desire in MTV"

Review assignment: "Sex, lies and advertising" (handout)

October 10:

**Second Journal due**

Discussion of the videos

Video: "Representation and the Media"

Discussion of Wilson & Gutierrez reading

Reading assignment: Innes, Introduction, and Part One (pp 1-84).

Second Journal due, including review of "Sex, lies and advertising"

October 17:

**First Book Review due**

Videos: "Breasts" and "Slim Hopes"

Discussion of Innes reading

Reading assignment: Innes, Part II When the Going Gets Tough (pp 85-176)

October 24:

Guest Sutling Wong, producer/director of "How North is Home: the Asian-Alaskan Experience" and discussion.

October 31:

**Third Journal due**

Guest Major Lissa Young to make a presentation on women in the media military

Discussion of Innes reading.

Reading assignment: Lester, Preface, Introduction, parts I and II (pp ix-68)

November 7:

Discussion of Lester; video: "All in the Family" and discussion

Reading assignment: Lester, part III(pp 69-106)

November 14:

Discussion of Lester reading; Video: "Reviving Ophelia"

Reading assignment: Lester, part IV-V (pp 107-143)

November 21:

**Fourth Journal due**

Discussion of videos and Lester reading

Videos: "Images of Indians" & "Skinheads"

Reading assignment: Lester, part VI (pp 143-166)

November 28:

**Due date for research paper topic and Bibliography**

Discussion of Lester reading and the video.

Videos: "Tongues Untied", "Off the Straight and Narrow"

Reading: Lester part VII-VIII (pp 167-244).

December 5:

**Second Book Review due**

Video: "Creating Critical Television Viewers" and "Tough Guise"

Discussion of Lester reading.

Due date for research paper draft (optional)

December 12: Final class

**Fifth Journal and Paper due**

Oral presentations of research in class

Pizza and soda.