

images of race, gender, and class in the media

Course #: COMM-160, JOUN-160
Instructor: Adam Wadenius
Email: adam@apwadenius.com
Website: www.apwadenius.com

Office Hours: Tu & Th, 12p-12:30p, PV#5A
Semester: Fall 2010
Day & time: Tu & Th, 10:10am – 12:00pm
Building: Portable Village, #5A

course description

The aim of this course is to introduce you to contemporary representations of race, gender and class in the media. We will study patterns of media portrayals, and examine the history of these patterns so as to better understand the intricacies of media structures, and those who participate in defining them. Throughout the semester we will discuss representations of sex and gender, portrayals of race and culture, and coverage of economic class systems within popular news and mass media. We will be studying a diverse array of media texts including films, television shows, print advertising, newspapers, magazines, music videos, and the internet. You will be asked to employ research methods to scrutinize these texts such as qualitative and quantitative analysis, social and oral history, and theme analyses.

student learning outcomes

Critically assess the structures of various news media and mass media forms that either create or enforce stereotypes of race, sex/gender, and class.

course requirements

Class Lectures & Readings: You are responsible for attending the class lecture every week. It is incumbent upon you to be prepared, and you should come to class each Tuesday & Thursday having read the reading assignment posted on the schedule. Please email me if you know you cannot make it to section on a given day. Copies of all the lectures and response paper questions are available on the course website for download and review.

Discussion: You are encouraged to be actively involved in the class discussions, as your participation is key to your success in this course. My goal is to aid in the development of your analytical/critical skills, and I expect everyone to maintain an open mind, and take a creative approach to the material. Be respectful of your fellow classmates when addressing and critiquing conflicting viewpoints. Make sure to turn off your cell phones and all other electronic devices when class is in session.

Projects: You will complete two projects this semester, both of which will observe and analyze race, sex/gender, and class issues in popular culture. See the course website for detailed descriptions of the project assignments.

Essay Guidelines: You will be required to write two 4-5 page essays this semester. All papers are due on the designated due dates without exception. No late papers will be accepted. All emergency situations leading to late papers will be dealt with on a case-by-case basis. There will be no opportunity for re-writes after grading, as good writing skills are a must in this course.

**** NOTE **** ~ *Plagiarism and other issues concerning academic integrity will not be tolerated, and are grounds for an automatic failure in the course. Acknowledge all reading and research sources with appropriate footnotes and bibliography.* Keep all copies of your essays, exams, and notes until you have received a final grade for this class. ~

| | |
|-----------------------------|-----|
| Two 4-5 pg. essays | 30% |
| News Media project | 30% |
| Entertainment Media project | 30% |
| In-class participation | 10% |

texts & materials

1. Race/Gender/Media: Considering Diversity Across Audiences, Content, and Producers. Ed. by Rebecca Ann Lind. Chicago: Pearson Education, 2010.
2. All materials posted on the course website @ www.apwadenius.com.
3. All audio/video materials screened in class as well as any excerpt screened during the lectures.

Please remember that if you have any questions about the readings, assignments, or any of the course materials that I am readily available to help answer them. I can be reached through the email address above, the course website, or by placing a note for me in my box.

schedule

~ Sex & Gender in the Media ~

week 1 – what is “normal”?

Tuesday

Lecture: Introduction to Race, Gender, and Class in the Media
 Screening: *Middle Sexes: Redefining He and She*, dir. Antony Thomas (2005)

Thursday

Lecture: Cultural Studies, Multiculturalism, and Media Culture
 Reading: “Laying a foundation for Studying Race, Gender, and the Media,” by Rebecca Ann Lind in Race/Gender/Media.
 “Cultural Studies, Multiculturalism, and Media Culture,” by Douglas Kellner. Gender, Race, and Class in Media, Eds. Gail Dines & Jean M. Humez. California: Sage Publications, 2003.

week 2 – reading the image in contemporary society

Tuesday

Reading: “Image-Based Culture: Advertising and Popular Culture,” by Sut Jhally. Gender, Race, and Class in Media, Eds. Gail Dines & Jean M. Humez. California: Sage Publications, 2003.
 Screening: *How Art Made the World: The Day Pictures Were Born*, dirs. Robin Dashwood & Mark Hedgecoe (2005)

Thursday

Lecture: Ideology & the Image
 Reading: “Encoding/Decoding,” by Stuart Hall. Media and Cultural Studies, Eds. Meenakshi Gigi Durham & Douglas M. Kellner. Massachusetts: Blackwell Publishers Inc., 2001.
 “Everyday Pornography,” by Jane Caputi. Gender, Race, and Class in Media, Eds. Gail Dines & Jean M. Humez. California: Sage Publications, 2003.

week 3 – men and masculinities

Tuesday

Reading: “Advertising and the Construction of Violent White Masculinity: From Eminem to Clinique for Men,” by Jackson Katz. Gender, Race, and Class in Media, Eds. Gail Dines & Jean M. Humez. California: Sage Publications, 2003.

Screening: *Tough Guise: Violence, Media, and the Crisis in Masculinity*, dir. Sut Jhally (1999)

Thursday

Screening: *Lethal Weapon*, dir. Richard Donner (1987)

week 4 – women and femininity

Tuesday

Reading: “All I Really Needed to Know (About Beauty) I Learned by Kindergarden,” by Susannah R. Stern in Race/Gender/Media.

Screening: *Killing Us Softly 3: Advertising's Image of Women*, dir. Sut Jhally (2000)

Thursday

Reading: “Body Image, Mass Media, Self-Concept,” by Michelle A. Wolf, Sandra L. Nichols, and Dave Decelle in Race/Gender/Media.

Screening: *Superstar: The Karen Carpenter Story*, dir. Todd Haynes (1987)

****First 3-4 pg. paper due****

week 5 – representing lgbtq identities

Tuesday

Lecture: Breaking Down the Hetero/Homo Dichotomy

Reading: “Cyber-Hate and the Disinhibiting Effects of Anti-Gay Speech on the Internet,” by Cynthia A. Cooper in Race/Gender/Media.

“Queer Life for the Straight Eye: Television's Commodification of Queerness,” by Laura Stempel in Race/Gender/Media.

Thursday

Screening: *The Celluloid Closet*, dirs. Rob Epstein & Jeffrey Friedman (1995)

week 6 – stereotypes and fear of the “Other”

Tuesday

Reading: “The Social Psychology of Stereotypes: Implications for Media Audiences,” by Bradley W. Gorham in Race/Gender/Media.

“Confronting the Front Pages: A Content Analysis of U.S. Newspapers,” by Cynthia M. Lont & M. Junior Bridge in Race/Gender/Media.

Screening: *Ethnic Notions*, dir. Marlon Riggs (1986)

Thursday

Reading: “An Introduction to the American Horror Film: Part I. Repression, the Other, the Monster,” by Robin Wood. American Nightmare. Toronto: Festival of Festivals, 1979.

Screening: *Freaks*, dir. Tod Browning (1932)

week 7 – news media project presentations

Tuesday & Thursday

****In-Class Project Presentations****

~ *Class Systems & Popular Culture* ~

week 8 – class systems in American media

Tuesday

Lecture: Framing Class Issues in the Media

Reading: “The Meaning of Memory: Family, Class, and Ethnicity in Early Network Television,” by George Lipsitz. *Gender, Race, and Class in Media*, Eds. Gail Dines & Jean M. Humez. California: Sage Publications, 2003.

“What’s in a Name?: Framing the Immigration Story,” by Patti Brown in *Race/Gender/Media*.

Thursday

Screening: *The Wire, Episode 29: “Amsterdam”*, dir. Ernest Dickerson (2004)

The Wire, Episode 30: “Straight and True”, dir. Dan Attais (2004)

week 9 – music and music videos

Tuesday

Reading: “Eminem in Mainstream Public Discourse: Whiteness and the Appropriation of Masculinity,” by Jon B. Martin and Gust A. Yep in *Race/Gender/Media*.

“Women on Women: The Representation of Women by Female Rap Artists,” by Katie Blevins and Adrienne Biddings in *Race/Gender/Media*.

“Why Don’t You Act Your Color?”: Preteen Girls, Identity and Popular Music,” by Pamela J. Tracy in *Race/Gender/Media*.

Screening: *Dreamworlds 3: Desire, Sex, and Power in Music Videos*, dir. Sut Jhally (2007)

Thursday

Screening: *Tupac: Resurrection*, dir. Lauren Lazin (2003)

week 10 – video games, virtual reality, and cyberspace

Tuesday

Reading: “Pixel Pinups: Images of Women in Video Games,” by Nina Huntemann in *Race/Gender/Media*.

Screening: *Game Over: Gender, Race, and Violence in Video Games*, dir. Nina Huntemann (2000)

Thursday

Lecture: The (De?)Evolution of the Internet

Reading: “Online News and Race: A Content Analysis of the Portrayal of Racial Stereotypes in a New Media Environment,” by Christopher S. Josey, Ryan J. Hurley, Veronica Hefner, and Travis L. Dixon in *Race/Gender/Media*.

“Television and the Internet,” by Ellen Seiter. *Gender, Race, and Class in Media*, Eds. Gail Dines & Jean M. Humez. California: Sage Publications, 2003.

****Second 3-4 pg. paper due****

Race & Mass Media Representations

week 11 – representing race in popular culture

Tuesday

Reading: “Race, Hierarchy and Hyenophobia in *The Lion King*,” by Naomi Rockler-Gladen in Race/Gender/Media

“Wicked Stepmothers Wear Dior: Hollywood’s Modern Fairytales,” by Lea M. Popielinski in Race/Gender/Media

Screening: *Mickey Mouse Monopoly*, dir. Miguel Picker (2001)

Thursday

****No Class: Veteran’s Day****

week 12 – Hispanic images in the media

Tuesday

Lecture: Stereotypes of Hispanic Culture in Popular Mass Media

Reading: “The Relevance of Race in Interpreting a TV News Story,” by Rebecca Ann Lind in Race/Gender/Media

Thursday

Screening: *The Bronze Screen* dir. Nancy de los Santos (2002)

week 13 – Native American images in the media

Tuesday

Lecture: Stereotypes of Native American Culture in Popular Mass Media

Reading: “Arguing Over Images: Native American Mascots and Race,” by C. Richard King in Race/Gender/Media.

“Gambling with Identity: American Indian Self-Representations on Tribal Web Sites,” by Susan Dente Ross and David Cuillier in Race/Gender/Media.

Thursday

****No Class: Thanksgiving Break****

week 14 – African American images in the media

Tuesday

Lecture: Stereotypes of African American Culture in Popular Mass Media

Reading: “He Was a Black Guy: How News’s Misrepresentation of Crime Creates Fear of Blacks,” by Travis L. Dixon in Race/Gender/Media.

Thursday

Screening: *Bamboozled*, dir. Spike Lee (2000)

week 15 – Asian images in the media

Tuesday

Lecture: Stereotypes of Asian Culture in Popular Mass Media

Reading: “Consuming Orientalism: Images of Asian/American Women in Multicultural Advertising,” by Minjeong Kim and Angie Y. Chung in Race/Gender/Media.

Screening: *On Orientalism*, dir. Sut Jhally (1998)

Thursday

Reading: “Ling Woo in Historical Context: The New Face of Asian American Stereotypes on Television,” by Chyng Feng Sun. Gender, Race, and Class in Media, Eds. Gail Dines & Jean M. Humez. California: Sage Publications, 2003.

Screening: *Ally McBeal* (Various Episodes/Clips) dir. Various (1997-2002)

week 16 – entertainment media project presentations

Tuesday & Thursday

****In-Class Project Presentations****