

Fall 2014
The University of Texas at Austin
School of Journalism

Course Title: J395 J Minorities and the Media (08265)
Meets with WGS 340, LAS 322, J395

TTh 12:30-2:00 p.m.; BMC 5.214

Instructor: Dr. Paula Poindexter
Office: BMC 3.310
Phone & Text: (512) 695-6879
E-Mail: paula.poindexter@austin.utexas.edu
Office Hours: TTh 2-3:30 p.m. or by Appointment

The course **Minorities and the Media** uses documentaries and films, readings and discussions, research assignments, and group projects to: increase understanding of racial and ethnic minorities and media in U.S. society. Specifically, this course will increase understanding of the historical context of racial and ethnic minorities in the U.S.; increase knowledge about media and journalism in society; improve skills for evaluating media representation and coverage of racial and ethnic minorities; develop knowledge about journalism and communication theories and their application to racial and ethnic minorities and the media; improve research proficiency.

Additionally, this class will participate in the first ever National News Engagement Day on Tuesday, October 7. For more information, go to: www.newsengagement.org/

As a result of this class, students will be able to:

1. discuss and connect racial and ethnic minority history to contemporary American society and media;
2. evaluate news coverage of African Americans, Latinos, Asian Americans, and Native Americans;
3. identify and recommend specific ways to improve news coverage of racial and ethnic groups.
4. apply journalism, communication, and other relevant theories to minorities and the media;
5. research with greater proficiency.
6. improve critical thinking skills, from knowledge to synthesis and evaluation, and apply those skills to better reporting about African Americans.

Required Readings:

1. "African-American Images in the News: Understanding the Past to Improve Future Portrayals" by Paula M. Poindexter in Susan Dente Ross and Paul Lester, *Images that Injure*, 3rd edition. Santa Barbara, CA: Praeger/PSI, 2011. pp. 107-120.
2. "Race and Ethnicity in Local Television News: Framing, Story Assignments, and Source Selections," by Paula M. Poindexter, Laura Smith, and Don Heider in *Journal of Broadcasting & Electronic Media* (December 2003) 524-536.
3. *Native Americans in the News: Images of Indians in the Twentieth Century Press* by Mary Ann Weston

4. “The Roots of Racial Stereotypes in American Entertainment” in *Racism, Sexism, and the Media: The Rise of Class Communication in Multicultural America* by Clint C. Wilson II, Felix Gutierrez, and Lena M. Chao

5. “Stereotypes Extend into Television and the Video Age” in *Racism, Sexism, and the Media: The Rise of Class Communication in Multicultural America* by Clint C. Wilson II, Felix Gutierrez, and Lena M. Chao

6. Women of Color: Two Strikes and ...? in *Racism, Sexism, and the Media: The Rise of Class Communication in Multicultural America* by Clint C. Wilson II, Felix Gutierrez, and Lena M. Chao

7. “Mass Media’s Mexican Americans” by Ramon Chavez in Susan Dente Ross and Paul Lester, *Images that Injure*, 3rd edition

8. “Race and Ethnicity, Gender, and Political Identity in Millennial News Engagement” in *Millennials, News, and Social Media: Is News Engagement a Thing of the Past?* by Paula M. Poindexter

9. “Color and Content: Why the News Doesn’t Mirror Society” by Lorraine E. Branham in *Women, Men, and News: Divided and Disconnected in the News Media Landscape*, edited by Paula Poindexter, Sharon Meraz, Amy Schmitz Weiss

10. “Coverage of Latinos in the News Media: We’re Not There Yet” by Maggie Rivas-Rodriguez in *Women, Men, and News: Divided and Disconnected in the News Media Landscape*, edited by Paula Poindexter, Sharon Meraz, Amy Schmitz Weiss

11. “Buying into Racism: American Indian Product Icons in the American Marketplace” by Victoria E. Sanchez in *American Indians and the Mass Media*, edited by Meta G. Carstarphen and John P. Sanchez

23. Latino Americans Timeline: <http://www.pbs.org/latino-americans/en/timeline/>

In addition to the above required readings, the following films and documentaries are required viewing:

The African Americans: Many Rivers to Cross (Selected Installments of PBS Documentary)

Eyes on the Prize (Selected Installments of PBS Documentary)

Latino Americans (Selected Installments of PBS Documentary)

Crash

Recommended Viewing:

The Black Press: Soldiers Without Swords

Color Adjustment

Course Grading. Plus and minus will be used in calculating course grades. The final course grade will be based on the following formula:

1. Completion Assignments	25%
2. Research Assignments	25%
3. Group Final Project with peer evaluation	25%
4. Class Attendance	25%

Attendance, which will be taken at the beginning of class, is calculated as a percentage of days attended by total number of class days. The grade for **completion assignments** is calculated as a percentage of completed assignments by total number of completion assignments. **Late completion assignments will not be accepted unless an arrangement has been made in advance.** If the attendance sheet is not signed because you forgot, were ill, or had an excused absence, you must write a note with the date on the next day's attendance sheet.

Expectations of Students:

Students are expected to:

1. Attend all scheduled classes.
2. Always come to class on time ready to participate.
3. Participate during class discussions.
4. Meet all deadlines. If an emergency prevents a student from meeting the deadline of an assignment, the student must notify the instructor prior to the deadline. If the deadline of an assignment is missed without prior notification, the assignment will not be accepted.
5. Always turn in professional-level written work. Points will be deducted for spelling, grammatical, punctuation, and capitalization errors.
6. Uphold the University Honor Code and have academic integrity as stated below:

University of Texas at Austin Honor Code. The core values of the University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

University of Texas at Austin Policy on Scholastic Dishonesty. The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. See: http://deanofstudents.utexas.edu/sjs/acint_student.php.

Fall 2014 Calendar of Assignments and Activities

1. Week of August 25:

First Day of Class, Thursday, August 28; Introductions, Course Goals, Learning Objectives, Expectations.

- a. Poll on Attitudes about the Press
- b. Media & Minorities IQ Quiz (Completion)
- c. Discuss Research Assignments #1 and #2
- d. Introduction to *Millennials and News* on Facebook.

2. Week of September 1:

- a. Organize groups; Group decide operating rules.
- b. View: African Americans: Many Rivers to Cross
- c. Written Completion Assignment on film.
- d. Group-led discussion on film.

Due Tuesday, September 2:

Research Assignment #1: Answers on IQ Quiz

Research Assignment #2: Racial and Ethnic Population Analysis

Millennials and News Completion Assignment: Before class on Tuesday, “like” the *Millennials and News* page, then “like” a story that gets your attention.

3. Week of September 8:

View: African Americans: Many Rivers to Cross

View: Eyes on the Prize

Written Completion Assignment due at conclusion of film.

Group-led discussion on film.

Millennials and News Completion Assignment: Before class on Thursday, comment on a story on *Millennials and News* that was posted between Mon. and Thurs.

4. Week of September 15:

View: Eyes on the Prize

Written Completion Assignment due at conclusion of film.

Group-led discussion on film

Millennials and News Completion Assignment: Before class on Thursday, comment on a story that was posted on *Millennials and News* between Mon. and Thurs.

5. Week of September 22:

View: *Crash**

Written Completion Assignment due at conclusion of film.

Group-led discussion on film

Millennials and News Completion Assignment: Before class on Thursday, comment on a story on *Millennials and News* that was posted between Mon. and Thurs.

6. Week of September 29:

View: *Latino Americans*

Millennials and News Completion Assignment: Before class on Thursday, comment on a story on *Millennials and News* that was posted between Mon. and Thurs.

7. Week of October 6:

Tues., Oct 7. National News Engagement Day

National News Engagement Day Class Project in Collaboration with Huston-Tillotson University and a Hispanic-Serving University: “Tweet and Re-Tweet” News that Matters using #newsengagementday (Add hashtag for participating universities)* **Graduate students will coordinate participation of Hispanic-Serving University**

Millennials and News Completion Assignment: Before class on Thursday, comment on a story posted on *Millennials and News* between Mon. and Thurs.

8. Week of October 13:

Census Data and Cultural Facts about Latinos, African Americans, Asian Americans and Native Americans

Millennials and News Completion Assignment. Before class on Thursday, comment on a story posted on Millennials and News between Mon. and Thurs.

9. Week of October 20:

Journalism and Society.

Millennials and News Completion Assignment. Before class on Thursday, comment on a story posted on Millennials and News between Mon. and Thurs.

10. Week of October 27:

Newsroom Statistics; Minority Journalism Associations* Graduate Students will interview presidents of associations about their goals and their insight about improving coverage

Millennials and News Completion Assignment. Before class on Thursday, comment on a story posted on Millennials and News between Mon. and Thurs.

11. Week of November 3:

Diversity in the Audience for News

Diversity in Public Attitudes about the Press* Graduate Students Will Present Poll Results and Compare Class Poll Results

Diversity in News Coverage

Millennials and News Completion Assignment. Before class on Thursday, comment on a story posted on Millennials and News between Mon. and Thurs.

12. Week of November 10:

Begin Work on Final Project

Millennials and News Completion Assignment. Before class on Thursday, comment on a story posted on Millennials and News between Mon. and Thurs.

13. Week of November 17:

Continue Work on Final Project

Millennials and News Completion Assignment. Before class on Thursday, comment on a story posted on Millennials and News between Mon. and Thurs.

14. Week of November 24

Continue Work on Final Project.

Holiday: Thanksgiving, November 27

15. Week of December 1:

Final Project Presentations

In addition to final group project, Graduate Students will produce a virtual booklet of Recommendations for Improving News Coverage of African Americans, Latinos, Asian Americans and Native Americans*
Evaluations

Last Day of Class: Thursday, December 4

***Graduate Students**

