

Fall 2015
The University of Texas at Austin
School of Journalism

Course Title: J341J Minorities and the Media (07965)
Meets with WGS 340, LAS 322, J395

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

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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. “Mass Media’s Mexican Americans” by Ramon Chavez in Susan Dente Ross and Paul Lester, *Images that Injure*, 3rd edition
5. “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
6. “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
7. “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
8. Latino Americans Timeline: <http://www.pbs.org/latino-americans/en/timeline/>

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 2015 Calendar of Assignments and Activities

1. Week of August 24:

First Day of Class, Thursday, August 27; Introductions, Course Goals, Learning Objectives, Expectations.

- a. Media & Minorities IQ Quiz (Completion)
- b. Distribute Research Assignments #1 and 2
- c. Introduction to *Millennials and News* on Facebook.

2. Week of August 31:

- a. Organize groups; Groups 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 1:

Research Assignment #1: Answers on IQ Quiz (Completion)

Research Assignment #2: Racial and Ethnic Population Analysis (Graded)

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 14:

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 21:

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 28:

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 October 5:

View: *Latino Americans*

Written Completion Assignment due at conclusion of film.

Group-led discussion on film

Tues., Oct 6. National News Engagement Day

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 12:

Group Research Project on Minority Journalism Associations (Hispanics, 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.

8. Week of October 19:

Group Presentations on Minority Journalism Associations

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

View: *Color Adjustment*

9. Week of October 26:

View: *Color Adjustment*

Written Completion Assignment due at conclusion of film.

Group-led discussion on film

View: Excerpts from:

“Empire”

“Blackish”

“Fresh Off the Boat”

“Jane the Virgin”

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 posted on *Millennials and News* between Mon. and Thurs.

**10. Week of November 2:
Journalism and Society**

Issues in the News:

From Ferguson to Charleston to Sandra Bland
Immigration and the Republican Presidential Primary

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 9:
Diversity in the Audience for News
Diversity in Public Attitudes about the Press
Stereotypes and 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 16:
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 23:
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.

Holiday: Thanksgiving, November 26

**14. Week of November 30:
Final Project Presentations
Evaluations**

Last Day of Class: Thursday, December 3