Communication 441
Race & Class In Media (Mondays – Thursdays, 9am – 12pm)
Class Meets in Swan Hall / Room 201

Required Texts:
1. THE RACE AND MEDIA READER Edited by Gilbert Rodman
2. NEWS FOR ALL THE PEOPLE by Juan Gonzalez and Joseph Torres
3. New York Times Newspaper Daily Reading

Professor - Dr. Vanessa Wynder Quainoo
Associate Professor of Communication Studies

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(Please speak with Administrative Assistant or leave a message)

Akwaaba! Welcome to Com 441/Studies in Race & Class in the Media
In this course, you will have an opportunity to learn how depictions of race and class in the American Media have historically shaped our perceptions and impacted our life choices.
As a student in the course, you will have an opportunity to participate in conceptualizing and completing a class video –a "multimedia" project. The project will have two goals: The first is to enable you to develop your handling of media technology and second, to critique image formation and other factors of race and class in the media by creating a video about race in America. In effect, at the same time we will critique the established Media institution in America, we will also “try our hand” at creating a media production, hopefully, one that is culturally sensitive, affirming of racial identity and ultimately, not racist.
As your Instructor, I am looking forward to engaging with you in lively discussion, meaningful critical inquiry and innovative learning.
ASSIGNMENTS:
1.) Two Quizzes – (50 points each)
Each quiz will consist of one or more questions on the weekly assigned readings from both your text and the New York Times Newspaper.
Total = **100 points**

2.) Race in Media Research Paper (10 pages) - Due Jan 12th **100 points**
Your paper topic must be selected from one of the following categories:
   A.) Race/White American Privilege in American Media
   B.) Asian Americans in American Media
   C.) Native Americans in American Media
   D.) Hispanic/Latino Americans in American Media
   E.) African Americans in American Media

3.) The Final Exam will be a Multimedia presentation that explores the topic of Race, Race Relations and Social Class in the Media. You will be placed in groups according to your research topics and each group will produce a Final Exam Video on Race & Media.
(Total Points per person = 200 points)

**Breakdown of Final Exam points per each individual**
Further instructions about the video will come. Note that the Final Exam will have 4 components:

   A.) Topic Survey (Survey at least 20 people on some aspect of your research topic) **25 points**

   B.) Interview (Speak with at least one professional connected to your research topic) **25 points**

   C.) Your Contribution to the producing of your video as a group assignment (Requirements for the Video will be outlined in a separate hand-out) **25 points**

   D.) Viewing of at least two video documentaries related to your topic **25 points**

*The video (final exam) will be due and presented during the Final Exam Period – **Thursday, January 18th** 9 – 11am (MANDATORY ATTENDANCE) **100 points**

4.) Class Participation and Attendance **100 Points**
Total Possible Points For The Class = 500 points
Ruberic for Grading
A= 500 -475
A- = 474 – 450
B+ = 449 – 435
B = 434 – 415
C+ = 414 – 385
C = 384 – 365
C- = 364 – 350
D = 300
Lower than 300 points equals failing grade of F.

*Class Attendance is Required
Promptness is required. Excessive absence and/or lateness will adversely effect your grade

*Submit ALL Assignments to your Sakai DROPBOX. Thank you.
Keep a copy of all of your submitted work in your files.
*Assignments are expected to be handed in on time. The research paper grade will be reduced each day past the due date for 7 days. After 7 days, the paper will not be accepted without a documented reason for lateness.

*Grading, extensions, re-submission of assignments are at the discretion of the Instructor.

*Respect is the philosophical, practical value that undergirds this class, which is a non-discriminatory class. Adjustments for students with special requirements for learning can be made with appropriate notification. Everyone is welcome to the class inasmuch as everyone has an obligation to promote a welcoming atmosphere in the class.

*It is my sincere wish that you have a successful J-Term.
From,
Dr. Vanessa Wynder Quainoo
Race in Media Research Paper
(10 pages) - Due January 12, 2018 - 100 points

WHAT IS THE TOPIC FOR MY RESEARCH PAPER?
Your paper Topic must be selected from one of the following categories:
A.) Race/White American Privilege in American Media
B.) Asian Americans in American Media
C.) Native Americans in American Media
D.) Hispanic/Latino Americans in American Media
E.) African Americans in American Media

WHAT ARE THE GUIDELINES FOR WRITING MY PAPER?
Here are the Guidelines for the Race in Media Research Paper
1.) Your paper focus should be selected from one of the above topics
2.) Your research paper is designed to investigate the following: How is/was your subject covered in the media? How does race play a role in the coverage of your subject? Who are the people who make up the audience and how does the media coverage of your subject effect the audience?
3.) 10 pages including the following:
   a.) Cover page with the title of your paper, Student’s name, Date submitted & Professor’s name
   b.) Thesis page with only the thesis statement
   c.) Methodology page – explaining your topic and your method of research
   d.) Analysis – thoroughly examining your data and critically comparing your subject with other subjects in the same genre (Approximately 5 pages)
   e.) Summary – Re-stating the main points of your paper
   f.) Bibliography – Use at least 5 references. You may use any or all of the class texts as references.
WHEN IS THE PAPER DUE?
The Research Paper is due by class time, Monday, Nov 20, 2017. Please submit your paper to your Sakai Drop Box. You will have until 11pm, Nov 20th to submit your paper without any penalty. All papers submitted after 11p.m. will be counted late. You will have 7 days after the due date to submit the paper as a late paper. Points will be deducted for each day late. The paper will not be accepted after 7 days except in cases of documented circumstances.

WHAT IS THE PURPOSE OF THE PAPER?
The Research Paper assignment gives you an opportunity to examine how race was/is used in the media to contextualize the American narrative. One of the consequences of this contextualization has been the negative stereotyping of certain races as juxtaposed with the positive stereotyping of others. Also, the depiction of social class has been a major characteristic of American media portrayals.

After completing this assignment, you should be able to readily recognize stereotypes, critically evaluate race-related messages in the media, understand how race in the media impacts our daily lives.

Most importantly, race and how race is depicted in the media hugely effects our daily decisions, how we think, how we interact. On a more social scale, race depictions in the media could plausibly impact who gets hired, who gets promoted, and sometimes who gets fired. All of this translates into a bottom-line reality of American culture – who gets paid and how much or which ideas get funded and why.
METHODOLOGY
The methodology for the purposes of this assignment is the method or means by which you will collect or conduct your research. You may select one of two research methods.
Method #1
Narrative Analysis – This method will help the researcher to find the “story” within the “story”. There are three questions pertinent to narrative analysis:
Who is telling the story and why?
Who is the subject of the story and what are the major metaphors which describe the subject?
Who is listening to the story and how is the story impacting the listener?

Content Analysis – This method will help the researcher find discrepancies of terms. Key terms are counted, categorized and interpreted by association with other terms. There are three questions pertinent to content analysis for this assignment:
What is the context of the report?
What are the key terms and how often are they repeated?
What are the associated terms and associated “situations” in the report being researched and in similar reports?

Rubric for Grading the Paper
1.) Appropriate Title page with name of student, name of course, name of Professor, date submitted and title
2.) Thesis page – well-written
3.) Methodology page – well-explained choice of methodology
4.) Content Section well-written and well-organized
5.) Use of headings
6.) Appropriate citations
7.) Appropriate number of references
8.) Excellent summary and suggestions for further research
9.) Bibliography
10.) Overall excellence in writing (Including grammar, sentence structure and word usage)

A range = 9 – 10 Areas completed well
B range = 7 – 8 Areas completed well
C range = 6 – 5 Areas completed well
Below 5 areas completed well in the D or Failing range
COM 441 FINAL EXAMINATION VIDEO PROJECT

The Final Exam should be a media presentation that explores the topic of Race, Race Relations and Social Class in the Media. (Total of 200 points) Due Thursday, January 18, 2018 9am – 11am. (Attendance for entire final exam period is mandatory)

Instructions:

1.) Students should select from the following topic groups:
   A.) African Americans in the Media
   B.) Asian Americans in the Media
   C.) Latino, Latina /Hispanics in the Media
   D.) Native Americans in the Media
   E.) White Privilege in the Media

2.) Organize groups of approximately 4 students per group to create a video presentation about one of the topics. The video should be 10 minutes in length.

3.) The video should have the following:
   A.) A Title slide with the title and all of the names of the group participants and Com 441/ FALL 2017 & Professor’s name
   B.) The Department of Communication Studies
      The Harrington School of Communication
      The University of Rhode Island
      Kingston, Rhode Island 02881
      Uri.edu/Harrington
   C.) At least one excerpt from a sample news accounts
   D.) At least one excerpt from a sample television program or movie
   E.) Video of the group members conducting a survey about your topic
   F.) At least three slides with print information from your research papers and key definitions
   G.) A final slide with references
Com 441 Final Exam Groups
Fall 2017 / Quainoo

Group 1

Group 2

Group 3

Group 4

Group 5
Group 6

Group 7

Group 8

Group 9

Group 10
Final Exam Documentary Viewing Statement

This statement signifies that I have viewed the following two documentaries related to my area of research in Race and Media (Com 441):

Documentary #1
Title:

Author/Filmmaker:

Producer:

Year of Production:

My critical analysis:

____________________________________________________________

__________________________
Signature Date
Final Exam Documentary Viewing Statement

This statement signifies that I have viewed the following two documentaries related to my area of research in Race and Media (Com 441):

Documentary #2
Title:

Author/Filmmaker:

Producer:

Year of Production:

My critical analysis:

_________________________________________________________

Signature

_________________________________________________________

Date
## Reading List & Course Schedule

### Race & the Media – The Historical Perspective

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assigned Reading</th>
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<tbody>
<tr>
<td>January 2</td>
<td>Introduction</td>
<td>Gonzalez Chap 1</td>
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<td>January 3</td>
<td>What is Race?</td>
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<td></td>
<td>QUIZ #1</td>
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<td></td>
<td>What is Racial Formation?</td>
<td>Rodman – Chap 1, 2, 3, 4 &amp; 5</td>
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<td>January 4</td>
<td>The Asian American Image in American Media</td>
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<td>Asian Stereotypes in Kung Fu &amp; The Karate Kid</td>
<td>Gonzalez – Chap 8</td>
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<td>Rodman – Chap 15</td>
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<td>January 8</td>
<td>Birth of a Nation</td>
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<td>QUIZ #2</td>
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<td>Birth of the Extremist Right in the Media</td>
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<td>The African American Image in American Media</td>
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<td>The Beginnings of Violence &amp; Black Male Conflict</td>
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<td>Depicted in the Media (Blaxploitation Films)</td>
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<td>Slavery, Expansion &amp; The Early Black Press</td>
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<td>Gonzalez - Chap 7, 13, 10 &amp; 15</td>
<td>Rodman – Chap 7, 8, 9, 11, 12, 23 &amp; 24</td>
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<td>Spike Lee</td>
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<td>Rodman – Chap. 35</td>
<td>Nate Parker’s Birth of A Nation – Assigned Reading</td>
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<tr>
<td>January 9</td>
<td><strong>CLASS WILL MEET ON-LINE</strong></td>
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<td><strong>ASSIGNED READING</strong></td>
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### Race & Media – The Contemporary Perspective

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<th>Date</th>
<th>Topic</th>
<th>Assigned Reading</th>
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<tr>
<td>January 10</td>
<td>The Distinctive Challenge of Indigeneity</td>
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<td>The Native American Image in the American Media</td>
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<td>Gonzalez – Chap. 1 &amp; 6</td>
<td>Rodman – Chap 16</td>
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</table>
January 11  The Hispanic & Latino Image in American Media
                Gonzalez - Chap 5
                Rodman – Chap 6
                Rodman – Chap 28

*RESEARCH PAPERS DUE FRIDAY, JANUARY 12TH  – SUBMIT TO YOUR DROPBOX  BY 11 PM

January 15  No Class – Martin Luther King Jr. Holiday

January 16  CLASS WILL MEET ON LINE – ASSIGNED READING
            Multiracial, Multicultural & Transracial
            The Multi-Ethnic Public Sphere
            Rodman – Chap. 36
            The Distribution of Un-wealth, Rodman – Chap 27

January 17  The White American Image in American Media –
            Chap 7 – Achievements and Limitations
            Federal Patronage, the U.S. Postal Service & Mass Com
            White American Identity & Media Continued
            Gonzalez – Chap 2
            Rodman – Chap 10
            Rodman Chap 18
            Rodman – Chap 21

JANUARY 18  FINAL EXAM
            MANDATORY ATTENDANCE FOR ALL STUDENTS...*YOU MAY INVITE OUTSIDE VISITORS TO VIEW PRESENTATIONS*.

*Check Sakai daily before going to the classroom. Announcements will be posted about class meeting changes due to inclement weather etc...

*Some Class Meetings may include an on-line assignment. Classes may begin in the classroom and conclude on-line.

*Vquainoo@uri.edu - Dr. Quainoo's email

*401/874-2536 - Office Number
*Key References For Research Papers:
Nikole Hannah-Jones
Garcia Beruman
Ta-Nehesi Coates
Frances Negron-Muntaner
Tavis Smiley
Tim Wise
Kendall Moore
Kent Ono & Vincent Pham
Sut Jhally
Emily Wo