COURSE OBJECTIVE:
This course will explore the theory of racialism in various genres of mass communication, specifically - radio/music, television/cable, film, Internet, and print media. We will analyze and discuss contemporary images and messages in the media related to African-American culture paying close attention to the impact of insensitivity, stereotypes, myths, stigmas, problematic representations, biased framing and traditional racism.

TEXT:
The weekly readings can be found on the class ICON site. Readings are listed in the course outline below for each week. Every student is required to complete all assigned readings and reading responses. This reading material will be synthesized, debated, and critically evaluated through class discussions, critiques and presentations. Additional readings may also be assigned throughout the semester.

MULTICULTURAL LEARNING GOAL
To demonstrate an understanding of the diversity of groups (including communities defined by gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to communications.

Learning Objective 1: Students will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

Learning Objective 2: Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.

Learning Objective 3: Students will demonstrate an ability to work with members of diverse groups to engage publicly over issues of community interest.

NOTES:
ADMINISTRATIVE HOME - The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at http://clas.uiowa.edu/students/handbook.

ELECTRONIC COMMUNICATION - University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences (Operations Manual, III.15.2, k.11).

CLAS FINAL EXAM POLICIES - The final examination schedule for each class is announced by the Registrar generally by the fifth week of classes. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.
ACCOMODATIONS FOR DISABILITIES - The University of Iowa is committed to providing an educational experience that is accessible to all students. A student may request academic accommodations for a disability (which includes but is not limited to mental health, attention, learning, vision, and physical or health-related conditions). A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor's office to make particular arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. I would like to hear from anyone who has a disability which may need some modification of seating, testing or other class requirements so that appropriate arrangements can be made. Please see me after class or during my office hours. See http://sds.studentlife.uiowa.edu/ for information.

ACADEMIC DISHONESTY - All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Student Academic Misconduct includes plagiarism and cheating. Plagiarism is presenting someone else's words or ideas as your own, whether in writing or speaking. Cheating includes submitting someone else's work or purposefully allowing someone else to copy your work. Disciplinary actions - the professor will inform you immediately of the allegation. Each situation is handled individually, but if found guilty you will definitely receive an F on the assignment and possibly an F in the entire course, probation, suspension or even expulsion. Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

SUGGESTIONS OR COMPLAINTS - Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

SEXUAL HARASSMENT - Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Office of the Sexual Misconduct Response Coordinator for assistance, definitions, and the full University policy.

SEVERE WEATHER - In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. In the case of really bad weather like an ice storm, please check your email before coming to class. If the class is cancelled I will send an email notice as far ahead as possible. For more information on Hawk Alert and the siren warning system, visit the Department of Public Safety website.

EMAIL - Make sure your email account is active and connected to the University system so that you can get J-MC School, UI and class messages. You should check your email regularly. University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty must use this account for correspondences. (Operations Manual, III.15.2. Scroll to k.11.)

ATTENDANCE - Attendance is mandatory. Every class is important so please don’t ask my permission to miss a class. If you must miss a class you will need to provide a written explanation and adequate documentation for me to consider suspending the penalty. Missing 30 minutes of one class can be considered an absence. You can miss two classes without penalty.

RESOURCES – The College of Liberal Arts & Sciences offers a number of resources for student success. For example: The Writing Center, The Speaking Center and Tutor Iowa. The School of Journalism Resource Center (E350 Adler) also offers a broad range of help including computer access, writing assistance and relevant materials.

CHANGES - It may be necessary to make changes in the syllabus according to how readings, videos, and assignments flow throughout the semester. A number of new videos have been ordered. So a currently listed video in the syllabus may be replaced by a new one depending on arrival date.
NONDISCRIMINATION IN THE CLASSROOM - The University of Iowa is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. Expressions of hate and bigotry directed at individuals or identities are not acceptable. For more information, contact the Office of Equal Opportunity and Diversity, diversity@uiowa.edu or visit diversity.uiowa.edu.

DEADLINES- Deadlines in this class are firm. Late assignments should be pre-approved. NO assignment will be extended more than one week past the deadline – NO exceptions. It is your responsibility to turn in your assignments directly to the professor when they are due. If you turn in an assignment in some other way (under office door or email), at some other time (before or after due date), the professor not responsible if it is lost or misplaced. It is always a good idea to keep a copy in case there is a problem.

WARNING - If any of the videos shown in class are offensive you are not required to stay and view them. However, each video has been selected because of its appropriateness to the particular section studied. And all are available on television or on the Internet.

COLLABORATION – If a group project is assigned, each group member is expected to contribute equally. If, the professor receives a complaint, each student will be required to complete a self-evaluation describing the equality or the lack of it during the group’s project. Students who misrepresent themselves as equal partners in this collaborative project but who are actually letting others do the bulk of the work will be reported to the College for academic dishonesty.

RIGHTS AND RESPONSIBILITIES - Student Rights and Responsibilities include your right to expect a classroom environment that enables all to learn comfortably, plus you have a responsibility to this class and your own education to help create a classroom environment where the same is possible for everyone. At the most basic level, this means that you will respect the other members of the class, including the professor, and treat everyone with the same courtesy you want to receive in return.

INAPPROPRIATE USE OF COMPUTER- Once class starts you may not use the computer to check your email, go on Facebook or any other computer activity outside of class work. You will lose 5 points each time the professor discovers an inappropriate use of the computer. It is also rude and unacceptable to work on the computer while the professor or fellow students are presenting to the class or a video is playing. Please be respectful at all times.

GRADING:
You must earn 60% of the available points in order to pass this class. This means there are rigorous expectations.
**Assignments will be graded with these guidelines in mind: A = Exceptional work, B = Very good work, C = Average work, D = Poor work, F = Unacceptable work. Grades are not based on percentages, but on points. The final grade will be based on the total points earned for all class assignments and activities (see grade scale below). Plus/minus grading will only be allocated for the final grade if the total points are on the cut off. (Example: 200 points = A+/ 185 points = A-). You should plan to put sufficient time and attention into this class.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Grade Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critique</td>
<td>50pts</td>
<td>200-185 = A</td>
</tr>
<tr>
<td>Presentation</td>
<td>22pts</td>
<td>184-164 = B</td>
</tr>
<tr>
<td>Reading essays (18)</td>
<td>2pts each</td>
<td>163-138 = C</td>
</tr>
<tr>
<td>Participation</td>
<td>30pts</td>
<td>137-125 = D</td>
</tr>
<tr>
<td>Attendance</td>
<td>2pts each</td>
<td>below 125 = F</td>
</tr>
<tr>
<td>Media Diary (15pts. Midterm/Final)</td>
<td>30pts</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>200pts</td>
<td>Graduate Student Critique 100pts.</td>
</tr>
</tbody>
</table>

ASSIGNMENT DESCRIPTIONS:

Critique – a maximum 5 pages, plus footnotes and/or bibliography. You will write a critique examining a contemporary issue focusing on African Americans and the media. This is a critical evaluation that requires extensive
research. It is not a personal essay (see attached critique handout below for details). Wikipedia and other unreliable Internet sources will not be accepted as documentation for this assignment.

**Graduate Student Critique** – Instead of a five-page critique, graduate students are required to write a 10 page critique/research paper. It will be an in-depth critical analysis of a major area of interest related to an issue concerning African-Americans and the media. **All graduate students must set up an appointment to meet with the professor outside of class to discuss their proposed final paper no later than October 16th.**

**Reading essays** – There are 18 assigned readings (2 each week). You will write a 1 page reaction essay combining both readings together. For your reaction, specifically focus on something you relate to, something you don’t agree with or something that is interesting in both papers. Make sure you clearly include something from both readings in your essay otherwise you will get credit for only one. Must be submitted in normal typeface (12/14 Times) and double-spaced or space and a half. These will not be graded but in order to receive the points it must be a well thought out response. Essays must be submitted during the class where the readings are discussed - NO exceptions!!!!! Essays should not be sent through email unless approved by the professor.

**Participation** – This is a discussion class, therefore, class discussion is essential. Points will be distributed based on your contribution to class discussions. Minimum contribution/rarely speak 10pts. – average contribution/sometimes speak 20pts. – exceptional contribution/always speak 30pts. All members of the class must be respectful when speaking or responding. **No exceptions!!!!!**

**Media diary** – You will keep a weekly diary throughout the semester identifying and documenting specific examples of racialism in the media. Briefly, in one paragraph, discuss what you read, watched or listened to, and explain the connection to racialism. A six-week midterm and six-week final diary submission is required. For both the midterm and final diaries - hand in your typed diary notes, plus pull out three specific racialism samples to discuss in a more detailed. This should be a 1 page evaluation, also including a copy of the newspaper article, magazine ad and/or address of video. The midterm and final diaries should be no more than 6 pages, plus samples. Your media diary should include a minimum of three entries each week (minimum total entries - 18). Entries must focus on a critique of the media as it presents race NOT a racial issue in general (for example - how a news article discusses black youth and education NOT how the educational system is failing black youth in general).

**Presentation** - Each student will prepare a 5 minute final presentation for the class on a topic of interest that relates to African Americans and media. About 2 minutes should be allotted for questions-answers-discussion. Have one or two questions for the class ready at the end to get the discussion started. Audio, video, or print examples must be included in the presentation but they should be no longer than 2 minutes. Your final critique can be used as the basis for this presentation.

**Extra Credit** – You can receive extra credit by attending various events during the semester that involve African American Culture. You will be required to write a one-page overview of the event, including speaker and topic.

**COURSE OUTLINE:**

**August 22-24th** - Syllabus Overview/Racialism Issues  
**Presentation:** Racialism and the Media (Examples) Plagiarism Issues  
**Video Analysis** (Ethnic Notions)

**August 29-31st** - Stereotypes, Representation and Framing  
**Video Analysis** (Color Adjustment)
COURSE OUTLINE (continued)

September 5-7th – Women and Beauty
Video Analysis (The Souls of Black Girls)

September 12-14th - In the News
Video Analysis (Examples of Black eye witnesses in news)

Sept 19-21st - Athletes and Sports
Video Analysis (Third and a Mile: The Black Quarterback)

*Midterm Media Diary DUE – Sept 21st! (August 24th-September 19th)

September 26–28th - Film Images and Messages
Video Analysis (Reel Black Love)

October 3-5th – Rap Music
Video Analysis (Hip Hop: Beyond Beats and Rhyme)

October 10-12th – Reality TV: Courtrooms, Marriage and the Good Life
Video Analysis (Judges – Joe Brown, Lynn Toler, Housewives of Atlanta, Love and Hip Hop)

**Critique Outline Due October 12th!

October 17-19th – Ghettofabulous
Video Analysis (Boondocks -30 min/Delicia Greene - 10 min)

October 24-26th - The First African American President
Video Analysis: (Barack Obama’s Race Speech)

October 31st-November 2nd - Advertising
Video Analysis: (Blacks in TV and other Ads)
COURSE OUTLINE (continued)

November 7-9th - Presentations

**Final Critique DUE November 7th!

November 14-16th – Presentations

November 21-23rd – Thanksgiving Break

November 28-30th - Presentations

December 5-7th - Presentations/Wrap Up

** Final Media Diary DUE December 7th!

Evaluations

(September 21st – December 5th)

December 12-14th - Final Graduate Paper Due December 13th!

Bibliography


Critique and Final Graduate Student Paper Guidelines

Your 5 page critique/10 page graduate paper will explore a contemporary issue of interest that involves an analysis of the connection between African American culture and the media. In this critique of the media, you will use one of the three theories (stereotypes/framing/representation) discussed to analyze a media production – radio, television, film, Internet, cable/satellite, print (books, magazines, newspapers), etc. to examine. Five pages is a small assignment, so you must select a focused topic and explore it in-depth (for example- an analysis of the stereotypes found in the movie Bringing Down the House) rather than choosing a broad topic and only covering the surface (like -a general analysis of stereotypes in black films over the last decade).

This is not a personal essay, but an in-depth critique, therefore you are required to include other critical viewpoints, related resources, and specific examples to confirm or highlight the point(s) you want to make. In other words, this critique should be a mix of your main ideas, other critical viewpoints, and relevant examples as confirmation. Critiques must be typed in an average typeface such as Times 12/14 and double-spaced. They will be graded on clarity/logic, depth of critical analysis, structure/organization, grammar/other mechanics and endnotes/bibliography.

You are required to include a minimum of five citations in your text and bibliography (Use MLA or APA structure for citations). No more than two citations can come from the assigned readings and no more than two from an Internet site (This means - if you look up a book or magazine on the Internet the bibliographic citation should still be structured in appropriate MLA or APA style - NOT www.Newsweek.com).

An example of how to organize your critique: an introduction (explain what the critique will cover), background information (your main points, ideas from outside resources/critics, and reference information), an analysis section (discussion of key elements or issues from the text). Explain how key elements influence main points, connect to outside reviews, and document with examples. Finally, finish with a conclusion that briefly summarizes your most important points and findings.

You are not required to, but you can use the questions below (as many as you like) to stimulate your analysis:

1. Describe the messages and images involved in your media example.
2. Explain how the messages/images are positive, negative, biased or problematic.
3. Are the messages/images aimed at a specific audience, why or why not?
4. Have or could such messages/images influence/impact you? How?
5. Contrast how such messages/images could influence/impact the African American community specifically and/or influence/impact general mainstream society.
6. Are these messages/images reinforced/perpetuated at school, home, church, business or other entity?
7. Are these messages/images altered/contradicted at school, home, church, business or other entity?
8. Explain the historical and cultural context, especially as it may shape the messages/images discussed?
9. How does your analysis relate to the cultural messages/images of other minorities in the media or to other groups such as women, kids, elderly, disabled, gay/lesbian, etc?

10. If you had control, in what ways might you change this message/image to eliminate the issue or problem?