COMM/WMNST 205.1 and 205.2: WOMEN & MINORITIES in MEDIA

Faculty Information
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Notes: Welcome to the course. Syllabus updates will be announced in class.

Course Information
Course 205.1  Location  106 Chambers     Meeting time: Tu-Th  11:15-12:30
Course 205.2  Location: 258 Willard     Meeting time: Tu-Th  2:30- 3:45P

Required Text
Gender, Race and Class in Media: A text-reader
Gail Dines, Jean M. Humez, Editors
Video Selections will be presented in class.

Course Description
Communications 205 explores the relationship between the mass media and our social reality including some of the economic and political implications, particularly with respect to gender, race, ethnicity, ability, sexual orientation and class. Students explore the role of media and our media literacy in the construction of our social reality. Lectures, readings, videos and discussion focus on media practice, content production and representation of gender, race, ethnicity, ability, sexual orientation and class in the United States.

Course Objectives
The course objective is to help students build critical thinking skills and use them to achieve a deeper understanding of historical, political, economic and cultural influences that shape media representations of gender, race, ethnicity, ability, sexual orientation and class. Selected readings and course work are designed to explore
media as a part of culture. Students are encouraged to apply relevant media theory and theories of representation in critical analysis of media representations and impact on our social reality and relationships. Students develop semester projects to identify, analyze and propose solution strategies for challenging media content problems, particularly with representation of invisible, marginalized and disempowered groups.

Fall 2004 - Tentative Schedule of Class Sessions
Schedule updates will be announced in class during the semester

WEEK 1 – August 31- September 2, 2004- Introduction, Syllabus and Overview
Cultural Studies and Multiculturalism
Read Chapters 1 & 2 pp. 1-39

WEEK 2 – September 7-9, 2004
New Media Giants –Media Industry Structural Trends: GROWTH, INTEGRATION, GLOBALIZATION and CONCENTRATION OF OWNERSHIP- PUBLIC SPHERE
Read Chapters 5 & 7 pp. 61-66, 89-93

WEEK 3 -September 14-16, 2004- Media Hegemony & Ideological Construction of Race
Film:  Color Adjustment Dir. Marlon Riggs c. 1991 (90842)
Read Chapters 13 & 14 pp. 129-148

WEEK 4 - September 21-23, 2004 – Race, Gender and Power to Create Image & Identity
Film: bell hooks: Cultural Criticism & Transformation Dir. Sut Jhally :66 c.1997 (70199)
Read Chapters 17, 19 & 20 pp. 171-175, 183-195, 196-203

WEEK 5 - September 28-30, 2004 - Consumer Culture & Representation Social Responsibility and the Politics of Consumption –“Kids” and other Marginalized
DUE 9/28: Semester Project Research Question, Related Theory and presentation date 11/16, 11/18, 11/23
Read Chapter 22 pp. 212-223

WEEK 6 - October 5-7, 2004 – Lesbian & Gay Identity-Advertising & Political Economy
Read Chapters 25 & 26 pp. 249-267
Review and Exam 1 - Chapters 1-22

WEEK 7 - October 12-14, 2004
Image Based Culture - Ads/Pop Culture- Sut Jhally
Film: Killing Us Softly III (41978) Beyond Killing Us Softly: The Strength to Resist (41015)
DUE 10/12: Semester Research Project Annotated Bibliography
Read Chapter 28, 29 & 30 pp. 274-301

WEEK 8 - October 19-21, 2004 - "Orientalism" and the "OTHER"
Film: Edward Said: On "Orientalism" (40860)
Read Part IV Introduction and Chapters 33 and 39 pp. 333-348, pp. 406-417

WEEK 9 – October 26-28, 2004- The Violence Debate – George Gerbner
Sut Jhally- TOUGH GUISE: Violence, Media, and the Crisis in Masculinity :85 (91774) c.1999

WEEK 10 – November 2-4, 2004- Pornography: Violence Debate Continues
Read Chapter 50, 58 & 60 pp. 522-533, 613-24, 633-41.
Review and Exam 2 - Chapters 25- 39 (Comprehensive)

WEEK 11 - November 9-11, 2004 - Talk Shows, Reality Shows, Workplace TV Drama
Read Part VII Introduction  & Chapter 65- McChesney pp. 673-683
DUE 11/11: Semester Project Outline

WEEK 12 - November 16-18, 2004 - Semester Research Project Presentations

WEEK 13 - November 23, 2004 - Semester Research Project Presentations
DUE: Semester Research Project Paper
Happy Thanksgiving
WEEK 14 - November 30-December 2, 2004 -
Review and Exam 3 - Chapters 50-65 (Comprehensive)

WEEK 15 - December 7-9, 2004 - Media Literacy and the power to create
Social Reality
Film: Unchained Memories: Readings from the Slave Narratives dir: Ed
Bell :75
(Media Tech #80188DV) c. 2002
Film: Manufacturing Consent – Noam Chomsky

WEEK 16 - HAVE A GOOD Winter BREAK

Course Requirements

Each student is expected to complete assigned readings and homework
before class and be prepared for in-class discussion, short essay, quiz
or group project related to the material. Each student will complete a
semester research project with class presentation and paper, that
explores a media representation problem, presents analysis of the
problem using media theory and proposes a solution strategy for media
producers and audience.

Grading Policy
20% Attendance, homework, in-class discussion, papers, projects, quizzes
20% Semester project
20% Exam 1 (cumulative)
20% Exam 2 (cumulative)
20% Exam 3 (cumulative)

Attendance Policy
Each student is expected to attend class. Class participation,
homework, discussion, in-class group project work, short essay and quiz
completion counts as 20% of final grade. Homework assignments and due
dates will be given in class.

Academic Integrity Policy
Academic integrity is the pursuit of scholarly and creative activity in an open, honest and responsible manner, free from fraud and deception, and is an educational objective of the College of Communications and the university. Cheating, including plagiarism, falsification of research data, using the same assignment for more than one class, turning in someone else's work, or passively allowing others to copy your work, will result in academic penalties at the discretion of the instructor, and may result in the grade of "XF" (failed for academic dishonesty) being put on your permanent transcript. In serious cases it could also result in suspension or dismissal from the university.

As students studying communication, you should understand and avoid plagiarism (presenting the work of others as your own). A discussion of plagiarism, with examples, can be found at:

The rules and policies regarding academic integrity should be reviewed by every student, and can be found online at: www.psu.edu/ufs/policies/47-00.html#49-20, and in the College of Communications document, "Academic Integrity Policy and Procedures." Any student with a question about academic integrity or plagiarism is strongly encouraged to discuss it with his or her instructor.

Examination Policy
Three comprehensive exams will be given. Questions will be multiple choice and short essay. Each exam counts 20% toward final grade.

Disability Access Statement
Note to students with disabilities: Penn State welcomes students with disabilities into the University's educational programs. If you have a disability-related need for modifications or reasonable accommodations in this course, contact the Office for Disability Services, ODS, located at 116 Boucke Building at 1-814-863-1807(V/TTY). For further information regarding ODS please visit their web site at Instructors should be notified as early in the semester as possible regarding the need for modification or reasonable accommodations.

Additional Information
Each class member is expected to abide by the Penn State Principles to achieve personal and academic excellence.
Respect the dignity of all individuals within the community
Practice academic integrity
Demonstrate social and personal responsibility
Be responsible for your own academic progress and agree to comply with all University policies.

Some Additional Reference Resources
   Philadelphia, Pa.: Temple University Press

Video/DVD Presentations
Color Adjustment. Dir. Marlon Riggs. c.1991 (Media Tech #90842)
bell hooks: Cultural Criticism and Transformation Dir. Sut Jhally :66 c. 1997 (70199)
Killing Us Softly III: Advertising's image of women. c.1999 (41978)
Beyond Killing Us Softly: The Strength to Resist. c. 2000 (41015)
TOUGH GUISE:Violence, Media, and the Crisis in Masculinity- c.1999 (91774)
Manufacturing Consent: Noam Chomsky and the Media :166 c.1994 (91873)
Unchained Memories: Readings from the Slave Narratives :75 Ed Bell c.2002 (80188)