

**MEDIA 6 Course Outline as of Summer 2022****CATALOG INFORMATION**

Dept and Nbr: MEDIA 6 Title: MEDIA CULTURE IDENTITY

Full Title: Media, Culture, and Identity

Last Reviewed: 5/11/2020

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

This course examines the impact media has on perceptions of race, class, gender, and sexuality in America. Students will investigate the origins of cultural stereotypes as well as the complexities of representing various American cultures in the media. Particular attention will be paid to women and minority mediamakers.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 1A or equivalent

**Limits on Enrollment:****Schedule of Classes Information:**

Description: This course examines the impact media has on perceptions of race, class, gender, and sexuality in America. Students will investigate the origins of cultural stereotypes as well as the complexities of representing various American cultures in the media. Particular attention will be paid to women and minority mediamakers. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 1A or equivalent  
 Limits on Enrollment:  
 Transfer Credit: CSU;UC.  
 Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>		Effective:	Inactive:
	E	Humanities	Fall 2021	
	G	American Cultures/Ethnic Studies		
<b>CSU GE:</b>	<b>Transfer Area</b>		Effective:	Inactive:
	C2	Humanities	Fall 2021	
	D	Social Science		
	D3	Ethnic Studies		
<b>IGETC:</b>	<b>Transfer Area</b>		Effective:	Inactive:
	3B	Humanities	Fall 2021	
	4	Social and Behavioral Science		
	4C	Ethnic Studies		
<b>CSU Transfer:</b> Transferable		Effective:	Fall 2021	Inactive:
<b>UC Transfer:</b> Transferable		Effective:	Fall 2021	Inactive:

### **CID:**

### **Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Apply a variety of critical theories to evaluate how media shapes and reflects public perceptions.
2. Identify and evaluate the contributions of mediamakers from marginalized groups.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Analyze various gender, racial, sexual, and cultural images in the media utilizing different critical theories.
2. Compare and contrast various historical images with contemporary portrayals of diversity in the media.
3. Evaluate media in a cultural, historical, political, social, psychological, and economic context.
4. Formulate arguments using critical theory and proper media vocabulary.
5. Identify and evaluate the contributions of mediamakers from marginalized groups.

### **Topics and Scope:**

- I. Introduction to Media Studies

- A. Research and Statistics
  - 1. Usage by medium across various demographics
  - 2. Consumer expenditures by medium across various demographics
  - 3. Representations of marginalized groups across media
  - 4. Research overview on minorities and the media
- B. Concepts of Media Analysis and Theory
  - 1. Agenda-Setting: Gatekeepers vs. Tastemakers
  - 2. Cultivation Effect
  - 3. Uses and Gratifications
  - 4. Structuralism and Semiotics
- C. Concepts of Critical Race Theory
  - 1. Whiteness
  - 2. Institutionalized racism
  - 3. White privilege
  - 4. Storytelling and counter-storytelling
  - 5. Color blindness
  - 6. Microaggressions
- D. Cultural Studies
  - 1. Multiculturalism and the Media
  - 2. Culture and Cultural Studies
  - 3. Representation and Social Construction
  - 4. Stereotypes
  - 5. Reception and Spectatorship
  - 6. Auteur Theory & Criticism
  - 7. Marxist Theory & Criticism
  - 8. Feminist Theory & Criticism
  - 9. Queer Theory & Criticism
- II. Examination of American Cultures Represented Across Media
  - A. History of media representations and stereotypes
    - 1. African-American
    - 2. Latin American
    - 3. Asian American
    - 4. Native American
    - 5. LGBTQ
    - 6. Gender
    - 7. Class
  - B. Assessment of the current media landscape and contemporary minority mediamakers
  - C. Application of critical theories to media representations
  - D. Strategies for improving media portrayals

**Assignment:**

- 1. Assigned weekly readings (40-60 pages)
- 2. Two to four exams, including a final
- 3. Two to four writing assignments/term papers of 1250 to 2500 words utilizing various critical methodologies
- 4. Optional student presentation and/or project
- 5. Other assignments may include a literature review, online discussions, etc.

**Methods of Evaluation/Basis of Grade:**

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, term papers

Writing  
50 - 80%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving  
0 - 0%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations  
0 - 0%

**Exams:** All forms of formal testing, other than skill performance exams.

Two to four exams, including a final

Exams  
20 - 50%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Class participation and discussion, optional presentation and/or project, other assignments

Other Category  
0 - 25%

### **Representative Textbooks and Materials:**

America on Film: Representing Race, Class, Gender, and Sexuality at the Movie. 2nd ed. Benshoff, Harry and Griffin, Sean. Wiley-Blackwell. 2009 (classic)

Ethnic Minorities & the Media: Changing Cultural Boundaries. Cottle, Simon. Open University Press. 2000 (classic)

Framing Class: Media Representations of Wealth and Poverty in America. 2nd ed. Kendall, Diana. Rowman and Littlefield Publishers. 2011 (classic)

Gender, Race, and Class in Media: A Critical Reader. Dines, Gail and Humez, Jean. Sage Publications, Inc. 2017

Images that Injure: Pictorial Stereotypes in the Media. 3rd ed. Lester, Paul. Praeger. 2011 (classic)

Pop Culture Freaks: Identity, Mass Media, and Society. Kidd, Dustin. Westview Press. 2018

Race, Gender, Class, and Media: Studying Mass Communication and Multiculturalism. 3rd ed. Carstarphen, Meta and Bramlett-Solomon, Sharon. Kendall Hunt Publishing. 2017

Social Media Freaks: Digital Identity in the Network Society. Kidd, Dustin. Routledge. 2017

