Ethnic Studies 186
The Ethnic Press in the United States
Monday 5:00-7:50 p.m.
Warren Lecture Hall 2111
Spring 2005

Instructor: Katynka Z. Martínez  
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Hours: Mondays 2-4 p.m.

Course Description

This course will trace the history and development of select ethnically-based news media in the United States. We will evaluate the reasons behind the creation and sustenance of the ethnic presses while also analyzing how journalists imagined their readers. By looking at the ethnic press we will initiate discussions of themes such as assimilation and the bourgeois ideal, alternative representations of racialized ethnic groups, the public sphere, and the marketing of ethnicity. Research will be a central component of the course. Students will spend the quarter developing and carrying out an investigation of a contemporary newspaper or periodical of the ethnic press. Students will select a topic, write a research proposal, conduct original research, write a paper outlining the findings and make a presentation to the class. Students may work in pairs or groups of three, but each person must submit an individual paper that makes clear their contribution to the final project.

Reading Materials:
The articles that make up the course reader are available through electronic reserves. The following books are available for purchase at Groundwork Books and also on reserve at Geisel Library:
Todd Vogel  *The Black Press: New Literary and Historical Essays*
América Rodriguez  *Making Latino News: Race, Language, Class*
Patrick J. Daley and Beverly A. James  *Cultural Politics and the Mass Media: Alaska Native Voices*

Course Policies

Participation:
Students are expected to come to class on time. It is each student’s responsibility to complete all course readings by the day they are listed in the course schedule below. It is expected that students will show respect to their fellow students during lecture and during their presentations. The midterm and quizzes may cover material from students’ presentations so it is in everyone’s best interest to take this part of class seriously.

Late Work:
Late work will only be accepted three days after the due date and will be reduced one letter grade for each day that the paper is late. There will be no make-up quizzes or midterm exam without documentation of an extreme emergency.
Academic Dishonesty:
Acts of academic dishonesty (cheating, copying, plagiarism) will be reported to the Office of Student Policies and Judicial Affairs. Students will receive an F on the assignment and/or fail the class. For more information on consequences and sanctions related to academic dishonesty, refer to the academic dishonesty policy that is outlined in the Judicial Affairs/Student Conduct website at http://ugr8.ucsd.edu/judicial/

Grading:
The midterm and quizzes will test students on material from class lectures, in-class video screenings, and reading assignments. The research paper will be ten to thirteen pages in length. Students are expected to make an in-class presentation that introduces us to their paper topic and develops links to the themes of the class. Guidelines will be distributed in class. Final grades will be calculated as follows:

- Quizzes (2) 20%
- Presentation 15%
- Library Instruction Exercise 5%
- Midterm 20%
- Research Paper Proposal 10%
- Research Paper 30%

**Topics and Course Schedule**

**March 28**
Introduction: Situating the Ethnic Press
Robert Park “Why there is a foreign language press”

**April 4**
The Public Sphere and the Ethnic Press
*Cultural Politics and the Mass Media* “Introduction”
Ronald Jacobs “Race, Media, and Multiple Publics”
Video Screening: *Requiem 29*

**April 11**
Advocacy Journalism and Assimilation Narratives
*Making Latino News* – Chapters 2 & 3
Francine Medeiros “*La Opinion*, A Mexican Exile Newspaper: A Content Analysis of Its First Years, 1926-1929”
Mario T. García “Mexican-American Muckraker: Ignacio López and *El Espectador*”

**RESEARCH PAPER PROPOSAL DUE**

**April 18**
Religion, Missionaries, and the Early Ethnic Press
William E. Huntzicker “Chinese-American Newspapers”
*Cultural Politics and the Mass Media* “Missionary Voices as the Discursive Terrain for Native Resistance”

**LIBRARY VISIT**

**QUIZ #1**
April 25  Labor Issues and Working Class Resistance
Cultural Politics and the Mass Media “How Raven Gave Voice to a Talking Newspaper”
The Black Press “The New Face of Black Labor” by Todd Vogel
Richard Griswold del Castillo “The Mexican Revolution and the Spanish Language Press in the Borderlands”
F. Arturo Rosales “Ricardo Flores Magón”

May 2  Journalism and the Construction of a Politicized Identity
The Black Press “Our (?) Country: Mapping ‘These Colored United States’ in The Messenger” by Adam McKible
Mario T. García “Introduction” and pages 212-219 in Border Correspondent
Frank del Olmo “Chicano Journalism: New Medium for New Consciousness”
** MIDTERM **

May 9  “International” News in the Ethnic Press
Cultural Politics and the Mass Media “Voices of Subsistence in the Technocratic Wilderness”
The Black Press “Bombed in Spain”: Langston Hughes, the Black Press, and the Spanish Civil War” by Michael Thurston
Mario T. García pages 179-190 in Border Correspondent

May 16  The Ethnic Press’ Coverage of Other Communities of Color
Mario T. Garcia pages 144-146 in Border Correspondent
La Raza Magazine “The Southwest Museum”
La Raza Magazine “Unemployment and the Chicano” & “Curanderos”

May 23  The Marketing of Ethnicity and New Avenues of Resistance
Rick Bonas “Homeland Memories and Media: Filipino Images and Imaginations in America”
Making Latino News – Chapters 4 and 5
** QUIZ #2 **

May 30
Memorial Day/University Holiday