

**ETHN 164/ MUS 153**  
**African Americans and Mass Media**  
**T/Th 3:30 – 4:50 p.m. WLH 2111**  
**Fall 2005**

Instructor: Monika Gosin  
Office: 231 Social Science Building  
Office Hours: T 1:00 – 2:30, W 10:00 – 11:30  
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**Overview:**

This course investigates the relationship between African Americans and various mass media in the US. What are the political and social implications of mass media representations of African Americans? How are these representations received by mainstream and black audiences? The course will engage these question and others focusing on: The history of the development of mass media in the context of US race relations; the construction of enduring stereotypes; the political and economic imperatives of mass media; and African American resistance to representations produced by and circulating in dominant culture. Central to the discussions will be the idea that representations are both imposed as well as self fashioned. The class will analyze several media productions with attention also to gender, class and other diversities among African Americans.

**Required Texts (available at Groundworks):**

Course Reader (available at Soft Reserves)  
Reid, Mark A. Redefining Black Film (Berkeley: University of California Press, 1993).  
Means Coleman, Robin R. Say It Loud! African American Audiences, Media and Identity (New York: Routledge Publishers, 2002).  
Zook, Kristal Brent. Color By Fox: The Fox Network and the Revolution in Black Television. (New York: Oxford University Press, 1999).  
Jacobs, Ronald N. Race, Media and the Crisis of Civil Society. (New York: Cambridge University Press, 2000).

**Grading:**

Final grades are based on the successful completion of class requirements as weighted below. Students must complete **all** assignments to pass the course. No late assignments or make up exams will be acceptable without documentation of a serious emergency. Paper requirements (more details to be presented throughout course): an analysis of a research topic relevant to the course (10 type written pages). Paper must include **at least** 4 references from class and additional academic sources. Paper must also include a bibliography and proper citation of sources. Exam format: Short answer and essay questions. Class Participation: is based on student's contributions and engagement with the class which may include completing short in-class assignments. Absenteeism will be reflected in the final grade. Readings are to be completed **prior** to class in order to aid discussion.

Paper Proposal	10%
Final Paper	25%
Midterm Exam	25%
Final Exam	35%
Participation	<u>5%</u>
	100%

#### Cheating and Plagiarism:

Cheating and Plagiarism will result in a failing grade for the assignment. Plagiarism includes copying or paraphrasing any work (such as information from the internet, your own written work from other classes, papers written by other students, and information from books, magazines, articles, etc.) without full attribution. Sources must be indicated with footnotes or other citation formats. Use quote marks around any text directly copied from another source.

#### UCSD Rule of Community and Code of Conduct:

This course is designed to promote intellectual engagement and discussion of sensitive and sometimes controversial topics. Rude, disrespectful conduct or speech directed towards the Instructor or other students will not be tolerated. Varying viewpoints are encouraged, therefore we may not always agree. UCSD Principles of Community will guide our discussions, especially: “We affirm the right to freedom of expression at UCSD. We promote open expression of our individuality and our diversity within the bounds of courtesy, sensitivity, confidentiality and respect.”

### **Class Schedule**

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
Sept. 22	Introduction: Blackness and the History of American Culture	Reader: <i>Goings, Jordan</i>
Sept. 27-29	Introduction (continued)	
Oct. 4-6	Race and the Birth of American Cinema	Reader: <i>Miller, Rhodes, Reid</i> Chap 1
Oct. 11-13	Hollywood and the Black Image	Reader: <i>Guerrero, Reid</i> Chap 3, 4

#### **Paper Proposal due Thursday**

Oct. 18-20	African American Filmmakers Respond	Reader: <i>Diawara, Cineaste articles, Reid</i> Chap 5-7
Oct. 25	Early Television and the Recycling of old Stereotypes	
Oct. 27	<b>Midterm Exam</b>	

### Class Schedule (continued)

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
Nov. 1-3	The Black Niche in Modern TV	Reader: <i>Gray, Zook</i> Chap 1-7
Nov. 8-10	African Americans as News Subjects	Reader: <i>Entman-Rojecki, Jacobs</i> Chap 2-5
Nov. 15-17	Riots, Protest and the Press	Reader: <i>Reeves, Smith, Jacobs</i> Chap. 2-5
Nov. 22	Hip Hop Culture and the Media <b>Final Paper Due</b>	Reader: <i>Rose, Watkins, Kitwana</i>
Nov. 24	<b>Thanksgiving Holiday</b>	
Nov. 29-Dec. 1	The Black Media Audience	<i>Means Coleman</i> 3, 4, 8, 9
Dec. 8	<b>Final Exam 3:00 – 6:00 p.m. WLH 2111</b>	

### **Selections for Course Reader**

Kenneth Goings, “The Birth and Adolescence of Aunt Jemima and Uncle Moses”

Winthrop Jordan, “The Bodies of Men” selections

James Miller, “The Case of Early Black Cinema”

Jane Rhodes, “The Visibility of Race and Media History”

Edward Guerrero, “From Birth to Blaxploitation”

Manthia Diawara, “Black American Cinema: The New Realism”

Various authors, “Race, Media and Money: A Critical Symposium on Spike Lee’s Bamboozled”

Herman Gray, “The Politics of Representation in Network Television”

Robert Entman and Andrew Rojecki, “The Meaning of Blackness in Network News”

Jimmy Reeves, “Re-covering Racism”

Erna Smith, “Transmitting Race: The Los Angeles Riot in Television News”

Tricia Rose, “All Aboard the Night Train: Flow, Layering and Rupture in Postindustrial New York”

S. Craig Watkins, “The Ghetto-centric Imagination”

Bakari Kitwana, “The Challenge of Rap Music: From Cultural Movement to Political Power”

#### **Ethnic Studies Major or Minor at UCSD**

Many students take an ethnic studies course because the topic is of great interest or because of a need to fulfill a social science, non-contiguous, or other college requirement. Often students have taken three or four classes out of “interest” yet have no information about the major or minor and don’t realize how close they are to a major, a minor, or even a double major. An ethnic studies major is excellent preparation for a career in law, public policy, government and politics, journalism, education, public health, social work, international relations, and many other careers. If you would like information about the ethnic studies major or minor at UCSD, please contact Yolanda Escamilla, Undergraduate Advisor, Department of Ethnic Studies at (858) 534-3277 or [yescamilla@ucsd.edu](mailto:yescamilla@ucsd.edu)