

ETHN 164/ MUS 153
African Americans and Mass Media
M/W/F 11:00 – 11:50 a.m. SEQUO 147
Fall 2008

Instructor: Monika Gosin
Office: Social Science Building (SSB) 249
Office Hours: M 12:30 – 2:30, W 9:30 – 10:30
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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

- **Books (available at Groundworks):**

Reid, Mark A. Redefining Black Film (Berkeley: University of California Press, 1993).

Zook, Kristal Brent. Color By Fox: The Fox Network and the Revolution in Black Television. (New York: Oxford University Press, 1999).

- **Selected Articles (available on UCSD library E-reserves)** (reserves.ucsd.edu)
- **Book (available on E-reserves):** 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 4 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.

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|----------------|-----------|
| 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

(subject to change)

| <u>Date</u> | <u>Topic</u> | <u>Readings</u> |
|----------------------------------|---|---|
| Sept. 26 | Introduction: Blackness and the History of American Culture | E-reserves: <i>Goings, Jordan</i> |
| Sept. 29- Oct 3 | Introduction (continued) | |
| Oct. 6-10 | Race and the Birth of American Cinema | E-reserves: <i>Miller, Rhodes, Reid</i> Chap 1 |
| Oct. 13-17 | Hollywood and the Black Image | E-reserves: <i>Guerrero, Reid</i> Chap 3, 4 |
| Paper Proposal due Friday | | |
| Oct. 20-24 | African American Filmmakers Respond | E-reserves: <i>Diawara, Cineaste</i> articles, <i>Reid</i> Chap 5-7 |
| Oct. 27-29 | Stereotyping in Early Television | |
| Oct. 31 | Midterm Exam | |

Class Schedule (continued)

| <u>Date</u> | <u>Topic</u> | <u>Readings</u> |
|-------------------------|--|---|
| Nov. 3-7 | The Black Niche in 1990s TV | E-reserves: <i>Gray</i> , <i>Zook</i> Chap 1-7 |
| Nov. 10-14 | Framing African Americans in the News | E-reserves: <i>Entman-Rojecki</i> ; E-reserves: <i>Jacobs</i> Chap 1 |
| Nov. 17-21 | Riots, Protest and the Press | E-reserves: <i>Reeves, Smith</i> , E-reserves: <i>Jacobs</i> Chap. 2-5 |
| Nov. 24-26 | Hip Hop Culture and the Media | E-reserves: <i>Rose, Watkins</i> , <i>Kitwana</i> |
| Nov. 28 | Thanksgiving Holiday | |
| Dec. 1-5 | Reality TV and Black Media Audiences | <i>Means Coleman</i> 2, 3, 10 E-reserves: <i>Kraszewski</i> |
| Dec 1 | Final Paper Due | |
| WEDNESDAY Dec. 9 | Final Exam 11:30 – 2:30 p.m. room TBA | |

Majoring or Minor in Ethnic Studies 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, Ethnic Studies Department Undergraduate Advisor, at 858-534-3277 or yescamilla@ucsd.edu.

Selections on E-reserve
(reserves.ucsd.edu)

Kenneth Goings, "The Birth and Adolescence of Aunt Jemima and Uncle Moses" in Mammy and Uncle Moses : Black collectibles and American stereotyping. Bloomington : Indiana University Press, c1994.

Winthrop Jordan, "The Bodies of Men" in *White over black: American attitudes toward the Negro, 1550-1812* [by] Chapel Hill, Published for the Institute of Early American History and Culture at Williamsburg, Va., by the University of North Carolina Press [1968]

Miller, James A. "The Case of Early Black Cinema." *Critical Studies in Mass Communication* v10, n2 (June, 1993):181-185.

Jane Rhodes, "The Visibility of Race and Media History" in *Gender, Race, And Class In Media : A Text-Reader* / edited By Gail Dines & Jean M. Humez. Thousand Oaks, Calif. : Sage, c1995

Edward Guerrero, "From Birth to Blaxploitation" in *Framing Blackness : the African American image in film*. Philadelphia : Temple University Press, 1993

Manthia Diawara, "Black American Cinema: The New Realism" in *Black American Cinema*, edited by Manthia Diawara. New York : Routledge, 1993.

Various authors, "Race, Media and Money: A Critical Symposium on Spike Lee's Bamboozled"

Herman Gray, "The Politics of Representation in Network Television" in *Watching race : television and the struggle for "Blackness"* by Herman Gray, Minneapolis : University of Minnesota Press, c1995.

Robert Entman and Andrew Rojecki, "The Meaning of Blackness in Network News" in *The black image in the white mind : media and race in America*. Chicago : University of Chicago Press, 2000.

Jimmy Reeves, "Re-covering Racism" in *Cracked coverage : television news, the anti-cocaine crusade, and the Reagan legacy* edited by Jimmie L. Reeves and Richard Campbell. Durham : Duke University Press, 1994.

Erna Smith, "Transmitting Race: The Los Angeles Riot in Television News" in *Erna Smith, Transmitting Race: The Los Angeles Riot in Television News* Cambridge, Mass.: Harvard University Press, 1994.

Tricia Rose, "All Aboard the Night Train: Flow, Layering and Rupture in Postindustrial New York" in *Rose, Tricia. Black noise: rap music and black culture in contemporary America*. Wesleyan University Press: England, 1994.

S. Craig Watkins, "The Ghetto-centric Imagination" in *Hip hop matters : politics, pop culture, and the struggle for the soul of a movement*. Boston : Beacon Press, c2005.

Bakari Kitwana, "The Challenge of Rap Music: From Cultural Movement to Political Power" in *Kitwana, Bakari. Why White Kids love Hip Hop*. Cambridge, MA: Basic Civitas Books, 2005.

Kraszewski, Jon. *Country Hicks and Urban Cliques: Mediating Race, Reality, and Liberalism on MTV's The Real World*. In Reality TV : remaking television culture, edited by Susan Murray and Laurie Ouellette. New York : New York University Press, c2004.

Chapters from Means Coleman, Robin R. Say It Loud! African American Audiences, Media and Identity (New York: Routledge Publishers, 2002).