

# **RTV3411: Race, Gender, and Class in the Media**

Spring 2022 Syllabus – RTV3411

Professor: Brittany Grubbs

Meeting Time: Online, class week runs from Monday-Sunday

Office Hours: Appointment via Zoom

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## **Course overview and goals**

This course will help you identify, observe, understand, and analyze issues of race, gender, and class present in traditional as well as social media. These issues need scrutiny from the communications industries, their professionals, as well as media audiences in their relevance for national and global diversity. You will be able to:

- Identify how cultural, social, and economic privilege can influence the media and media products.
- Learn about the media's influence over culture and stereotypes.
- Challenge various assumptions about barriers to diverse audience reach.
- Adapt professional practices and personal views to fit the needs of a diverse population
- Develop sensitivity towards embracing differences in media coverage
- Become an informed media consumer

## **Required texts**

Dines, G. & Humez, J. M. (2015). *Gender, Race, and Class in Media: A Critical Reader*. SAGE Publications, Inc. (6th edition). You must buy or rent this edition – there are earlier editions, but we will not be using those this semester. Text chapters are required for your quizzes, exams, and meaningful inclusion and citation in ALL of your writing assignments beginning in Module 3; you are required to have your text to meet the deadlines of that module, including the discussion.

APA Style Guide from Purdue Online Writing Lab & APA Style Blog You will be required to use APA style for all your writing, including in-text citations and reference lists for discussion posts and your final Media Analysis Paper.

As this is a journalism and media class, you are also expected to be a regular and critical consumer of the news about current events and the media during this class. Not being a regular television, film, or other media consumer will not be an excuse for not knowing what is going on, completing work, or following directions. If you don't know what something is, use the internet or library to look it up.

#### Recommended films

In addition to your required text and readings, I also highly recommend watching the following films, which are available to stream online and at most local public libraries. Alachua Public Libraries already has all these films available on DVD.

- Indiana Jones and the Raiders of the Lost Ark (1981)
- The Karate Kid (1984)
- Forrest Gump (1994)
- The Help (2011)
- Pitch Perfect (2012)
- Hidden Figures (2016)

## Course structure

This course is web-only – all work and assignments are available and due online on Canvas. No assignments will be accepted via email. All deadlines are Eastern Time. This syllabus and schedule are subject to change with notice via course announcements.

Each learning module will run from Monday at 11:00 am to Sunday at 11:59 pm ET of a given week, including holidays. It is the student's responsibility to follow and adhere to the course schedule on this syllabus. Modules usually consist of a PowerPoint lecture (with hyperlinked content you should click and read or watch), readings, media to watch or listen to, and a quiz/assignment. A midterm exam and a final exam cover the first and second half of the course. One final Media Analysis paper will also evaluate your mastery and understanding of the material. Any student repeating this class may not submit the same work or work on the same topic they submitted to the course in past semesters; all assignments must be original to this section. Final grades will be determined by the average grade calculated in the Canvas grade book and use the UF grading scale below:

The grade breakdown for this course is as follows:

Grading Rubric:

Module quizzes: (9 x 40 points) 360 points (36%)

Module assignments: (2 x 50 points) 100 points (10%)

Media analysis paper/proposal: (paper = 200 points), (proposal = 40) 240 points (24%)

Midterm and final exams: (2 x 150 points) 300 points (30%)

Total: 1000 points (100%)

A = 94-100

A- = 90-93

B+ = 87-89

B = 84-86

B- = 80-83

C+ = 77-79

C = 74-76

C- = 70-73

D+ = 67-69

D = 64-66

D- = 60-63

E = 59 or lower

LATE WORK WILL BE GIVEN HALF CREDIT. ONE EXTRA CREDIT OPPORTUNITY WILL BE OFFERED.

## Assignment Descriptions

**MODULE QUIZZES:** Students will complete an online quiz for each learning module, based on assigned readings, media, and lecture materials. Quizzes are open-book/note and vary in length from 10-20 questions with a 60-minute time limit. Quizzes will have true/false, multiple-choice, matching, and/or essay questions. Quizzes close Sundays at 11:59 pm ET.

**MODULE ASSIGNMENTS:** Students are required to complete activities on specifically-assigned topics. Assignments may be an essay, PowerPoint, video, or group project that requires critical thinking and synthesis of our course materials to support a clear and original thesis statement. While you may and should cite our lectures in your writing, most of your course material citations should comprise our readings and assigned media. Lectures are extra. Assignments that do not meaningfully engage and cite at least one assigned textbook chapter from the module in which the discussion is assigned will receive an automatic zero (for example, at least one text chapter assigned in Module 3 must be used and properly cited in your discussion post for Module 3). Some assignments have additional required course materials like videos or journal articles. Contact the librarians for support on any outside research.

These assignments are your opportunity to demonstrate understanding and mastery of the concepts taught in this course, so your work here must be excellent, thorough, and properly cited in text and with a list of references using APA style. To receive credit, these responses must follow these instructions (also see the Writing Guidelines, the Analytical Writing Assignment Checklist, and the Analytical Writing Assignment Grading Rubric provided on canvas)

All assignment posts are due ON CANVAS Sunday nights by 11:59 pm ET, which corresponds with the end of the module that includes the. Any posts or parts of posts received after the deadline will not receive full credit; you must submit the ENTIRE post – including your reference list – before the deadline. Assignments that do not include complete reference lists that match the in-text citations in the post will have points taken off. Failure to provide references is also considered plagiarism and is therefore an honor code violation. The assignments are set up to automatically close at the deadline time, so work must be submitted via Canvas BEFORE 11:59pm ET.

**MEDIA ANALYSIS PAPER:** This assignment will require you to do a well-researched five-to-six-page inter-sectional analysis. You will submit a proposal for your film and approach for your paper in Module 6. The professor will provide your proposal with feedback and eventual approval. Specific, in-depth instructions will be posted in the assignment. Your job is to evaluate the content using feminist media criticism and examine the role and significance of an intersection of race/class/gender in the film you select. You will be expected to reference and cite multiple textbook chapters in this paper, and a strong paper will likely have a minimum of seven course materials as sources. Again, contact the librarians for help with any outside research you need or want to do for this assignment. Your paper may also address intersections of disability, sexuality, age, and body size, if they apply.

**MIDTERM AND FINAL EXAMS:** Students will complete midterm and final exams that will cover all course materials (including links in the lectures) for the first and second halves of the course, respectively. The final exam is not comprehensive. Exams will be open-book/note and have a two-hour time limit. The exam will consist of 25 true-false and multiple-choice questions and will allow you to view all the questions at once and be able to make revise your answers before you submitting. Exams open at 11am on Mondays and close at 11:59pm ET Sundays of exam weeks. See the dates for your midterm and final exams in the course schedule in this syllabus.

## Course Outline

### **Week 1 & 2, January 5 - 16**

Module 1: Introduction & Class Requirements

Familiarize yourself with our syllabus, the course assignments and schedule, class policies, APA style, and how to succeed in an online course.

### **Week 3, January 17 - 23**

Module 2: Intersectionality and Diversity - What is diversity, and why does it matter? What is media diversity? What is intersectionality, and why is it important?

### **Week 4, January 24 - 30**

Module 3: The Media and Our Youth - How can the media impact young children? How can advertisements change the mindset of a young boy or girl? Why does this matter, and what can be done to change it?

### **Week 5, January 31 - February 6**

Module 4: The Media & Stereotypes - What is stereotyping? How does stereotyping affect media audience? What are the most (and least) prevalent stereotypes?

### **Week 6, February 7 - 13**

Module 5: The Media and Racism - What does racism in the media look like? Where did racism in the media originate? What are the most prevalent racist habits in the media?

**Week 7, February 14 - 20**

Module 6: The Media and Feminism - What is Feminism? Why is it important and how has it evolved over previous generations? What is intersectional feminism?

**Week 8, February 21 - 27**

Module 7: The Media and Advertising - How does advertising impact diversity? How are men and women represented, and what is body image? Should this content be changed?

**Week 9, February 28 - March 6**

Module 8: The Media and Us Over Time - How has the media attempted to represent a diverse nation? What has gone wrong, and what has worked to improve society?Week 7,

**Week 10 - BREAK WEEK**

March 7 - 13

**Week 11: March 14 - 20**

MIDTERM EXAM DUE BY SUNDAY, 10/17/21

**Week 12, March 21 - 27**

Module 9: The Media and Hashtags - What are the impacts of hashtags, and how have they made a mark on race, gender, and diversity? What are the consequences of using a hashtag in online discussions?

**Week 13, March 28 - April 3**

Module 10: The Media and Industry Ownership - Does media ownership accurately represent the diversity of the US? If not, how does it differ?

**Weeks 14 & 15, April 4 - 17**

Work on Media Analysis Paper and Extra Credit Film Analysis

**Weeks 16 & 17, April 18 - 27**

Final Exam

**Deadlines**

Deadlines must be met to receive full credit for work, LATE WORK WILL BE GIVEN HALF CREDIT, REGARDLESS OF THE CIRCUMSTANCE. ONE EXTRA CREDIT OPPORTUNITY WILL BE OFFERED.

If you encounter technical issues in submitting an assignment or taking a quiz or exam, you must CALL the UF HelpDesk at 352-392-HELP and immediately forward the e-ticket they e-mail you to the instructor. Do not use the Canvas help function. Any claims of technical issues without a HelpDesk e-ticket will not receive consideration. As you will have access to all materials and assignments well in advance, please plan accordingly and work ahead to avoid

potential interruptions, as you are responsible for meeting our deadlines. Any technology issues with your own equipment will be your responsibility to repair, replace, or substitute to properly complete your work on time and will not be reason for deadline extension.

## **Class environment**

This course will cover sensitive topics. While all students are entitled to their opinions and strong feelings about one or more of the topics, each student should be mindful about expressing them. Remember that it is much different to communicate thoughts and opinions over discussion boards than in person. Both students and faculty each have a responsibility to maintain an appropriate learning environment online. It is expected that we will all show professional courtesy and good netiquette in our discussions. Do not use derogatory language in your discussion posts or assignments. Disrespect, direct or covert, will not be tolerated under any circumstances. If you have questions about the use of specific words or language that may be deemed derogatory, obscene, or biased in some way, clarify with the instructor via email before including such words/phrases in your work. Per university policy, we will all give due respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity, and gender expression, age, disability, political affiliation, and nationalities.

## **Students with disabilities**

Students in need of accommodations must first register with the Disability Resource Center in the Dean of Students Office. The Disability Resource Center will provide documentation to the student, who must then provide this documentation to the instructor when making a request for accommodations. Please contact the professor within first two weeks of class with documentation to request accommodations. Accommodations cannot be applied retroactively.

## **Academic honesty**

As a student at this university, you have accepted a commitment to the Honor Code, and the principles of academic integrity, personal honesty, and responsible citizenship on which it was founded. The instructor of this class is bound to take that commitment seriously and encourages you to contact her with specific questions regarding the Honor Code and your responsibilities within this course.

Specifically, plagiarism will be grounds for significant penalty, including, but not limited to a failing grade/zero credit for the assignment and a possible failing grade for the course.

Plagiarism may include a failure to provide in-text or reference citations for sourced material, copying portions of others' work without appropriate citation, and inappropriately reusing your own work from this and other courses. Please note:

Quoted or copied language that is not original to you **MUST BE IN QUOTES AS WELL HAS HAVE AN IN-TEXT CITATION**. Paraphrased sources/ideas/concepts that are not original to you also need in-text citations. Failure to submit a full and accurate reference list of works cited with your posts and papers before their deadlines is also considered plagiarism and therefore an academic integrity violation.

Unintentional plagiarism is **STILL** plagiarism and an honor code violation. Cheating is also a violation of the honor code and subject to the same penalties.

University of Florida students are expected to read, understand, and follow the Student Conduct & Honor Code. Violations of this code are taken very seriously and can result in your failure of this course and additional sanctions. I require you to watch this helpful Avoiding Plagiarism video from the Office Dean of Students at the start of the semester to help you with citations in your research and writing.

## **Help with writing and study skills**

The UF University Writing Program has several writing strategy videos available for free online to help you with planning, researching, organizing, citing, writing, and proofreading discussion posts and Media Analysis papers. The Writing Program also has a series of videos that focus specifically on grammar. Watch and use them! Finally, they have online videos that can help you with your study skills and test-taking strategies, too.

The new Writing Studio is a free service for current UF graduate and undergraduate students. Students can work one-on-one with a consultant on issues specific to their own development. Because their aim is to help students become more effective writers, they do not simply proofread or edit documents. They can, however, assist students to become better proofreaders and editors of their own work. Their main office is 302 Tigert Hall, and their office phone is 352-846-1138. They also offer online tutorials from 11am-4pm ET on Wednesdays. You must register in advance for all tutorials.

## **Instructor evaluation**

Students are highly encouraged to provide feedback on the quality of instruction in this course. These evaluations are conducted online at <https://evaluations.ufl.edu> and are typically open during the last two or three weeks of the semester. Thank you for taking the time to complete this process.

## **Consider Majoring in Women's Studies**

Do you want to learn about issues of diversity, power, equity, and justice and gain the scholarly knowledge and skills to change the world? Adding the Women's Studies major can deepen your critical thinking, analysis, and skills in intersectional feminist approaches to studying and

transforming gender, race, class, sexualities and other systems of power. The Women's Studies major shows graduate schools and employers that you bring advanced knowledge and skills about diversity and equity issues. This class counts toward the 30-credit Women's Studies major, which consists of four core courses and six electives. It's simple to combine with another major, and up to 15 credits can double count with another degree (English, Psychology, and Sociology in particular have many courses that can double count). It's also the perfect complement to pre-health studies. Contact undergraduate coordinator Dr. Alyssa Zucker (azucker@ufl.edu) to make an appointment to discuss adding the major.