

LATINOS AND MEDIA

RTF 365, LAS 322, MAS 374 (respective unique numbers: 07175; 36105, 31695)
Spring 2001, MWF 11:00-11:50 a.m., CMA 3.120; University of Texas at Austin

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The purpose of the course is to help students learn about:

- ¥ important demographic developments related to Latinos in the United States;
 - ¥ the portrayal of Latinos in general market mass media;
 - ¥ the effects those portrayals have on perceptions and understanding between people of different ethnic backgrounds;
 - ¥ the history and current status of selected Latino-oriented media in the US;
 - ¥ the current status of selected ancillary media companies and organizations;
 - ¥ the role of mass media in Latino politics; and,
 - ¥ *skills and opportunities for mass media job that pertain to Latino audiences and markets.*
- In addition, students will be involved in one of the following projects (details will follow soon):
- ¥ the construction of a web page on Latinos and the media
 - ¥ the creation and production of Public Service Announcements (PSAs) and other audiovisual materials promoting goals of Mothers Against Drunk Driving (MADD);
 - ¥ improving a video documentary on the images a Latino children in film and TV; and/or
 - ¥ fieldwork related to some Latino-oriented media news or entertainment programming.

In the process of learning about each of these topic and projects, the students, assistants and professor will share with each other numerous articles (from both print and broadcast media) on current affairs related to Latinos. It is expected that the class will often engage in productive and intellectually stimulating discussions about (a) the mass media's presentations of those events and (b) their potential effects on Latinos, Anglos, and any other segments of society that may be of interest to class members.

The course will be valuable for anyone who will be working with or for people of different ethnic-minority backgrounds. Aspiring radio/TV/film producers, journalists, advertising and public relation experts, counselors, or media consumers in general will learn how to better communicate with and about the diverse ethnic-minority communities in our changing world.

Readings

Wilson, C. & Gutierrez, F. (1995). *Race, multiculturalism and the media*. Newbury Park, CA: Sage.

Rodriguez, C. (Ed.). (1997). *Latin looks*. Boulder, CO: Westview.

A reading package (available at Longhorn Copy Shop after the third week of class).

Current event articles, which will be handed out or placed on reserve at the undergraduate library.

Rubin, R., Rubin, A., & Piele, L. (2000). *Communication Research*. (5th ed.) Belmont, CA: Wadsworth. (This last one is supplemental and strongly recommended for students wishing to improve their research and writing skills.)

Course requirements and grading guidelines

General challenges

1. an open mind to learn about pertaining to Latinos and the media;
2. the timely completion of the required readings;
3. the timely completion of the writing assignments, especially the exams;
4. a personal commitment to develop and complete your project; and,
5. engaged and interesting participation in class discussion

IMPORTANT NOTE: Attendance and participation are both required. A combination of more than three unexcused absences to the lecture and/or group project meetings will result in an automatic grade reduction.

Grades

“Exams”: These will be in the form of a series of **written assignments**, some brief (2-3 pages), others longer (4-6 pages), in which you demonstrate what you have learned from the readings and your own research for the class.

Project report: At least a 10-page essay in which provide a narrative explaining the work you did on the project you were involved with.

Grading distribution

Written assignments	
First	5%
Second	15%
Third	25%
Subtotal for assignments	45%
Project work and report	45%
Class participation	10%

“Curve”

≥ 90= A
80-89= B
70-79= C
60-69= D

Note: It will assumed that will work submitted will be the original work of the students whose name appears on it and was prepared exclusively for this course, not copied or recycled from or for another. Plagiarism and other acts of scholastic dishonesty are subject at academic penalties such as no credit for the assignments, a failing grade for the course, an even suspension from UT.

Topics and Reading Schedule

<u>Day</u>	<u>Date</u>	<u>Topic</u>	<u>Readings</u>
Wed.	1/17	Introduction, overview of the course; class requirements; short survey	None
Friday	1/19	Getting to know you, me, us. An exercise in learning about who we are and what some of the class projects will entail	www.latinosandmedia.org

Part I: Foundations

Monday 1/22 And Wednesday	Discussion: the US as a multi-ethnic society; the diversity of Latinos key words & concepts; media effects	Wilson & Guterrez: ch.1 www.census.gov/prod/2000pubs/p20-527.pdf http://pqasb.pqarchiver.com/sandiego/ Do archive search for State sees new Latino
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Some of the key words and concepts to focus on this week: ethnic, ethnicity, identity, situational ethnicity, assimilation, acculturation, adaptation, pluralism, retro-acculturation, prejudice, racism, ethnocentrism, political economy of ethnic relations.

During the first two weeks of class, it is *highly recommended* that you read on your own basic historical information about Mexicans, Puerto Ricans, and Cubans in the US. An excellent introductory source is the *Handbook of Hispanic Cultures in the United States, Sociology* volume, especially the chapter titled The Latino immigration experience: The case of Mexicanos, Puertorriqueos, and Cubanos. See also the sections on each of these groups in *The Harvard Encyclopedia of American Ethnic Groups*.

Other recommended readings:

- ¥ Juan Gonzalez (2000). *Harvest of empire: A history of Latinos in America*. NY: Viking.
- ¥ Gregory Fox (1996). *Hispanic nation. Culture, politics, and the constructing of identity*. Secaucus, NJ: Birch Lane.
- ¥ Thomas Wyer (1988). *Hispanic USA. Breaking the melting pot*. NY: Harper Row.
- ¥ Joan Moor and Harry Pach n (1985). *Hispanic in the United States*. Englewood Cliffs, NJ: Prentice-Hall.

Friday 1/26 **Organizational meeting to set working groups/teams for the projects.**

Monday 1/29	Foundations (continued)	Wilson & Gutierrez (W&G): ch.2
Wednesday 1/31	Oral presentations and discussions related to Assignment 1: Why future communication professionals should learn about Latinos and the media. <i>Written assignment is due on Monday, Friday 5 at the <u>start</u> of the class.</i>	

Friday 2/2 **Meeting of working groups/teams**

Monday 2/5 And	<i>At the start of the class turn in Assignment 1</i> Understanding media functions, & factors	Rodriguez: Introduction;
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Wednesday 2/7 for assessing content & ethnic portrayals. Class handouts on media content.
Friday 2/9 **Groups continue in-class work on their respective projects.**

Part II: Portrayals We will begin discussion the early film images of Latinos and move on to current portrayals in film and on television. Then check images in news and ads.

Mondays 2/12, 19 **Latinos in film** Wilson & Guterrez: ch.3
Rodriguez: Part 2, chs. 4-10
Subveri-V lez: et al.: Section on film
Portrayals
Subervi-V lez & Flored: Exploring

Thursday 2/22 Very Special Events!!!

Premiere Weekend Club forum: 3:30-4:4 p.m., FAC 21

Free preview screening of Gabriela, 8:00 p.m., Batts 7 (south mall)

Attendance to both events is required unless you cannot be excused from work or another class. Invite your friends/family to the free movie!

Fridays 2/9, 16, 23 **Groups continue work on their respective projects.**

Mondays 2/26, 3/5 **Latinos on television** Wilson & Gutierrez: ch. 4;
Subervi-V lez: et al.: Section on TV
portrayals
Subervi-V lez: Interactions....
Subervi-V lez: Framing Puerto Ricans
Rodriguez: Part 1, chs. 1 & 3

Friday 3/2, 9 **Groups continue work on their respective projects**

March 11-17 **SPRING BREAK**

<u>Day</u>	<u>Day</u>	<u>Topic</u>	<u>Reading</u>
Monday	3/19	Latinos in the news	Wilson & Gutierrez: ch. 7
Wed	3/21		Subervi-V lez et al: Section on news portrayals Rodriguez: ch.2, new readings TBA
Friday	3/23	Groups continue work on their respective projects	
Monday	3/26	Latinos in advertising	W&G: ch.5
Wed	3/28		Astroff: Spanish gold... Nuiry: Ban the bandito Cortese: selected pages from <i>Provocateur</i>
Friday	3/30	Groups continue work on their respective projects	

Monday 4/2 Assignment 2: What was learned about Latino portrayals in GM media
Written assignment is due that Monday at the start of the class.

Part III: Latino-oriented media We will begin discussing first the Latino-oriented newspaper and move up to current developments in Latino-oriented telecommunication.

For these topics we will have guest lectures by representatives of the Latino-oriented media located in Austin and/or San Antonio

<u>Day</u>	<u>Date</u>	<u>Topic</u>	<u>Readings</u>
Monday	4/2	Newspapers & magazines	W&G: ch.8 Subervi-V lez et al: Section on print media

Nuiry: Magazine mania
New readings on current developments,
TBA

Friday 4/6 **Groups continue work on their respective projects.**

Monday 4/9 **Broadcast, film & video**
Wed 4/11

W&G: chs. 9&10
Subervi-V lez et al: sctn. on electronic
Media
Rodriguez: Part 3, chs. 11-14
GarciaL Wiring the hemisphere
Hispanic Business December 2000
Handouts on current developments

Friday 4/13 **Groups continue work on their respective projects.**

Monday 4/16 **Advertising, PR & marketing**
Wed 4/18 **Guest Lectures, TBA**

W&G: ch. 6
Hispanic Business December 2000
Handouts on current developments

Friday 4/20 **Groups continue work on their respective projects.**

Monday 4/23 Assignment 3: Latino-oriented media: Status, contributions, challenges.
Written assignment is due that Monday at the start of the class.

Day Date Topic

Readings

Monday 4/23 **Latinos, the media and politics**
Wed 4/25

Subervi-V lez: Republican & Democratic...
Handouts on current developments

Friday 4/27 **Group presentations of their projects**

Monday 4/30 **Latinos and the media: The future**
Wrap-up, course evaluations

W&G: Ch.11
Rodriguez: Part 4, chs. 16&18

Wed 5/2 **Group presentations of their projects**

Friday 5/4 **Group presentations of their projects**

Friday 5/4 **Assignment: 3 Final Projects reports due by 4:45 p.m.**