

The class that was once called Media and Minorities is now called Media and Special Audiences here's short version that the students are pre-viewing right now before we start on Monday the 14th JULY

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Short Version-Syllabus for Online Course-WWW--E Learning Summer 2008

Media and Special Audiences
Basic Course Information and Requirements
Course Title: Media and Special Audiences (COMM 4320)
Credits: 3
Prerequisites: upper division standing
Instructor: Dr. Diana Rios, Ph.D.

E-mail: use the e-mail inside this class. Before class you can use diana.rios@uconn.edu

Tel: (860) 486-3187. For summer session it is best to use the e-mail inside this class. We can set up a phone appointment to chat. If needed we can meet in Storrs too.

Required Texts and DVD/VHS:

You can purchase textbooks from a bookstore in your area, through an online bookstore on the Internet, or from the UConn Coop (in person or by phone 1-800-873-2348). The bookstore will not carry the DVD/VHS.

TEXTS and DVD •Wilson, C., & Gutierrez, F. and Chao, L. (2003). Racism, Sexism and the Media: The Rise of Class Communication in Multicultural America. Thousand Oaks: Sage. ISBN 0-7619-2516-3
•Berger, A. (use the most recent edition). Media research techniques. Newbury Park: Sage. ISBN: 0761915370 •Cho, M. (2001). I'm the one that I want. NY: Ballentine. ISBN: 0345440145

REQUIRED Video or DVD •The bronze screen: 100 years of the Latino image in Hollywood. (2002). HBO/Cinemax, Questar Video Collection. ASIN: B00006LPIH (Available through Amazon.com and other retailers.)
•Note that UConn's Institute for Puerto Rican & Latino Studies (PRLS) has this DVD. You can go there to view it. You can call Anne the secretary at PRLS to get directions to Beach Hall. Make an appointment during the week 860-486-3997.

Additional Requirements: Articles (pdf files are located inside the class already); concentrated focus and reflection on issues.

Course Description

Media and Special Audiences (Media & Minorities) offers students an opportunity to explore and evaluate issues of race, ethnicity, culture, gender, sexual orientation, etc. in mass communication processes.

Course Objectives

By the end of this course, the student should have a more developed and expanded media knowledge as it relates to U.S. ethnic populations and other population segments. It is hoped that the student would

gain more sophisticated knowledge about ethnicity, race, culture, social class, and gender.

This course is for any student who (1) is planning a career in the communication field (2) wishes to have a more complex understanding of mass media in a diverse world. A goal of this class is to offer students an environment in which they take a serious look at general market (mainstream) media, "minority" media and special audience segments.

How Much Things are Worth
Essays 20%

Discussion-Participation 20%

Midterm 30%

Final 30%

Schedule

Summer Session 2-- 2008

DATES

Module 1 begins Monday July 14-ends Thursday July 17

Module 2 begins Friday July 18-ends Friday July 25

Midterm Exam Friday July 25

Module 3 begins Monday July 28-ends Friday Aug.1

Module 4 begins Monday Aug.4-ends Friday Aug.8

Module 5 begins Monday Aug.11-ends Thursday Aug.14

Final Exam Friday Aug.15

Quick Overview Essays-Assignments

Heritage Essay due Thursday July 17

Bronze Screen Essay due Friday July 25

Ad Essay due Friday August 1

GLBT Essay due Thursday August 14

EXAMS

Midterm Exam-Friday July 25

Final Exam-Friday Aug.15

Next, meet your instructor.

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*****Officer of AEJMC and ICA*****