

Course Number: MCO 460 (FALL 2019 ~ Arizona State University)

Course Title: Race Gender & Media

Credits: 3 Hours (Totally ONLINE)

Requirements: 1) Upper division standing 2) University senior level academic writing, reading and computer skills 3) Strong self-motivation, highly developed self-discipline and time management skills 4) **Computer with reliable Internet connection and updated applications.**

PROFESSOR: Sharon Bramlett-Solomon, PhD

Office: Cronkite School 469 (Downtown Phoenix Campus)

(email is BEST way to reach me and get a response - **see REQUIRED email format**)

Email Address: bramlett@asu.edu

Online Office Hours: Arranged via email

About Teacher/CRONKITE FACULTY WEBSITE: <http://cronkite.asu.edu/faculty/bramlettbio.php>

Course Overview

MCO 460 Race Gender & Media is designed to give students a probing examination and discussion of media construction and representation of race, gender and class identity—**through the prism of media literacy**. The course is concerned with media influence on individuals, culture and society, especially on how we see others and ourselves. Historical and contemporary factors and forces that shape race, gender and class identity are critically examined. The course stresses that the U.S. media have an ethical and moral obligation to present content responsibly to a culturally diverse public. A course goal is for students to become more media literate and critical consumers, as well as more culturally aware professionals who disseminate communication responsibly (in any career path) to our multicultural society.

Learning Outcomes:

- Learn some of the major diversity issues in U.S news; film/TV entertainment; PR/advertising
- Understand the ethical obligations of the media
- Learn strategies for content analyzing media representation of race, gender and class
- Understand how media reproduction of culture affects diverse audiences
- Advance media literacy and critical thinking skills

Textbook Information

Sharon Bramlett-Solomon and Meta Carstarphen. *Race, Gender, Class & Media: Studying Mass Communication and Multiculturalism*. Kendall Hunt Publishing Co. **THIRD Edition 2017**. (Available at ASU Tempe Campus Book Store).

The book is available in your choice of a **print copy** or **eBook** also on the book publisher website <https://he.kendallhunt.com/bramlett>

Definitely you need to get the textbook to succeed in this course and it should be the THIRD Edition, which has added chapters, visuals, different order of material, and significant updated revisions from the earlier edition.



Course Time Commitment and Success

This three-credit online course teaches the full content of a traditional 15-week semester, except in a compressed 6 to 7.5 week format. **It is very fast paced and requires about 135 hours of work, so expect to spend around 18 hours each week** preparing for and actively participating in this course. In the **syllabus Course Schedule**, you will see that the class is built around **Lecture videos, Course readings, Videos and assigned Exercises**. Among assigned **Exercises**, there will be **Q&A sessions** (questions and answers) in which you will focus on a single reading and/or video, and then answer questions in multiple-choice format. **Expect to see some Questions from Q&A sessions repeated on EXAMS.**

Grades and Class Participation

Please note that **while the lectures will NOT cover everything in the textbook chapters, you are responsible for everything in the chapters or articles assigned**. While you have flexibility in how and when you choose to do your homework, **you should not wait until the last moment to get your work submitted by deadline.**

Your active class participation starts with awarding you 5 points for **introducing yourself in your Discussion Board**. **Course discussions always are monitored and typically will include individual very brief comments and/or rubric points analysis feedback**. It may take a while to read all **course discussions forums** and post points in a class capped at 200 students, so be patient. **MCO 460 EXAMS will consist of 50 multiple choice and True/False questions.**

Course Grades Will Be Based On:

Student Intro	5 Pts
Syllabus Quiz	10 Pts
Exam 1	100 Pts
Exam 2	100 Pts
Exam 3	100 Pts
Synopsis	25 Pts
Exercises	60 Pts (Discussion, Short Papers; Q&As)
	400 Pts Total

All points will be posted in your gradebook and will total **400 points possible for the course**. **Other than exams, the deadline for all exercises (discussions, short papers and Q&As after Week One) will be 11:59 pm on Tuesday.**

There MAY be an extra credit exercise for up to 8 points offered in the course. If so, these points will be calculated in your Gradebook total and will increase your total possible points to 408. However, the course grade scale remains based on 400 points as shown below.

Course Grade Scale

376–400 Points	A	(4.00)
360–375 Points	A-	(3.67)
352–359 Points	B+	(3.33)
336–351 Points	B	(3.00)
320–335 Points	B-	(2.67)
312–319 Points	C+	(2.33)
280–311 Points	C	(2.00)
240–279 Points	D	(1.00)
239 (or fewer) Points	E	(0.00)

Grading Procedure

Your points in this course reflect **the quality of your actual performance and not your perceived effort**. Grading includes both content and writing – both of which should be at the college level. All submitted assignments will be **graded also based on writing clarity and accuracy, as well as syntax, grammar, punctuation and spelling**. PLEASE NOTE also, that assessment of your written work will be based upon your **finished product** and **NOT the amount of time or hard work** you put into it.

All assignments submitted for Safe Assignment grading are checked using anti-plagiarism software that compares your submission with online databases, as well as previous and current students in the class, and it also records your submission time. All TEMPLATE submissions **must be written on the specific submission TEMPLATE provided for that assignment and must include all of the requirements specified on the template**.

Grade points earned will be posted to your Canvas Gradebook in a timely manner, so **please allow a 7-day week after submitting an assignment before you ask about your grade**. We aim for a one-week turn around for grades, but in a class capped at 200 students, this is not always possible. **After a grade has been posted**, you have **3 days** to let your instructor know if there is a concern, after which the grade becomes FINAL and can NOT be changed or revisited. In the last week of class, you have 48 hours after a posted grade to let your instructor know of a concern, after which the grade becomes FINAL and can NOT be changed or revisited.

Submitting Assignments

ALL assignments **MUST be submitted to Canvas**. Do NOT submit an assignment via e-mail, as it will NOT be accepted. Please know also, you can NOT re-do and re-submit an assignment that has been graded.

Late or Missed Assignments

The Cronkite School has **a zero-tolerance policy on missed deadlines** and does not allow for make-up exams or assignments. If you are going to miss a deadline because of an urgent situation, email me **in advance**. But note well that **NO late assignments will be accepted**. **For required assignments you don't submit by the deadline or exams you miss** (neither of which can be made up except for university-approved and officially documented reasons: serious illness or family emergency; military service; jury duty; university-sanctioned athletic performance), **you will receive a zero for that assignment or missed exam**.

ALL Assignment Deadlines are in the syllabus Course Schedule, which as you know, is accessible to you before the first day of class. You generally have flexibility and a week to prepare assignments, so a late or missed assignment will NOT be acceptable. Please follow the appropriate University policies to request an [accommodation for religious practices](#) or to accommodate a missed assignment [due to University-sanctioned activities](#).

How to Communicate with Your Instructor or TA

To email me: Type bramlett@asu.edu directly FROM your ASU EMAIL ACCOUNT. Do NOT email me from a Canvas ANNOUNCEMENT, as you may NOT get a response. Simply type my email address in your "TO" line.

- 1) Your email's SUBJECT LINE must start with "MCO 460" and please also include a related descriptive title: For example, "MCO 460: Video Question" or "MCO 460: Check out this Youtube clip on colorism."
- 2) Please remember that the correct form of address in an email to me is: (Dear Dr. Bramlett-Solomon) or (Dear Dr. SBS).
- 3) My Grader this semester is Megan Guthrie who will assist with course grading. You will see her name reflected when she posts grades. Her email address is: Megan.Guthrie@asu.edu The correct form of address when emailing her is: (Dear Ms. Guthrie).

Email Account -- You must have an email account that is active and connected to the University system so that you can get MCO 460 class messages **as per university requirement**. **If you use a non-ASU email account you will NOT get a response**. You should **daily and regularly check your email** for Canvas announcements and assignments. It is your responsibility to read and act upon course email notices in a timely fashion.

INSTRUCTOR RESPONSE TO YOUR EMAILS – Please **allow at least 48 hours on week days** for me to respond to your emails. **Emails sent to me after 4 p.m. weekdays typically are not read until after 8:30 a.m. the following day. Emails sent over the weekend will not be read until the following Monday after 8:30 a.m.** I make every effort to give a timely response to emails. However, in a class capped at 200 students who take the course from different time zones, please know that I get massive amounts of email daily -- so there generally are lots of emails ahead of yours. Please **resend your email** if you've not heard from me within **the allotted 48 hour weekday time period**.

“Hallway Conversations” (HC) is a discussion forum used in this class for YOU as a CLASS to talk among yourselves about our various course discussion topics or for general questions or comments you may have for your classmates. **HC** is located in your DISCUSSION BOARD link. **Prior to posting a question please check** the syllabus, announcements or existing posts that may have addressed your question. If you do not find an answer, post your question. You are encouraged to respond to the questions and comments of classmates. **Do NOT use this forum for personal questions OR comments that should only be sent to your instructor. If you have a course material question or concern; a personal matter to discuss; questions about exams or about your grade, please send these directly to your INSTRUCTOR. Also, be sure to email me from your asu.edu email account – the only e-mail address to which I will respond, as per university policy.**

Class Topics & Decorum

PLEASE NOTE that the readings we examine this semester represent some of the most popular, critical and provocative issues in the media and multiculturalism discipline. They are the ideas of various authors and may not reflect the instructor's views. **You are encouraged to critically think about and challenge the readings, as much as you may be challenged by them, to rethink some of the ideas and assumptions held before taking this class.**

WARNING: This course deals with what many consider rather sensitive issues of race, gender, and class. It also adheres to rules of engagement for a pleasant and civil class environment. This class promotes discussion and critical thinking that can be essential to enhanced cultural awareness. Please, therefore, do not take **this elective course** if you truly are not interested in its content, cannot handle the material it covers, or if you are not tolerant of a diversity of viewpoints. **Courteous disagreement and debate are expected and usually are beneficial to all in the class, but rudeness, offensive attacks or disruptive behavior absolutely will NOT be tolerated** and could result in your being expelled and/or **DROPPED** from class.

Please note that if any of the videos shown in class are offensive to you, you need to communicate with the instructor regarding your objection. However, each video has been selected because of its appropriateness to the particular module studied, and is available on television or Youtube.

A Note on Diversity

The Walter Cronkite School of Journalism and Mass Communication embraces an inclusive society and fosters an academic environment that embraces diversity of thought and acceptance of all people regardless of race, gender, social class, age, sexual orientation or societal, political, cultural, economic, spiritual or physical differences. See <http://cronkite.asu.edu/about/diversity.php>

ACEJMC Values and Competencies: As an accredited journalism program, the Cronkite School is committed to classroom learning that achieves the Accrediting Council on Education in Journalism and Mass Communication's professional values and competencies. These include the core areas of freedom of speech, ethics, diversity, critical thinking, research, writing and use of tools and technologies related to the field. For a full list of ACEJMC values and competencies see <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

TWO MANDATORY DOCUMENTS You Must Submit: *Integrity Policy* and *Course Contract*

The Cronkite School requires that all students sign an *Academic Integrity Policy* pledging they have read the integrity policy, understand it and agree to abide by the terms regarding academic dishonesty. In MCO 460, students also are required to sign a *Course Agreement* contract affirming that they have read and understand the course syllabus and agree to abide by its terms and conditions. BOTH DOCUMENTS are in your Course Information Module. **Open each document, read it, re-name it using your name, then post it before the deadline to the course using its submission link.**

WARNING – Failure to properly submit BOTH of the two Mandatory documents by 11:59 p.m. on the deadline date (see COURSE SCHEDULE) will result in your inability to access the rest of your course assignments.

Read the entire integrity pledge before you sign off on it at:

<https://sites.google.com:443/a/asu.edu/cronkite-intranet/online-integrity-pledges>

Integrity Policy

Academic dishonesty in any form will not be tolerated in the Walter Cronkite School of Journalism and Mass Communication. The crux of our democracy is the ability of citizens to obtain honest, truthful and balanced information, and the credibility and integrity of the individual journalist and communications professional are crucial in that effort.

As the mission of the Cronkite School is to prepare students to become journalists and communication professionals, that credibility and integrity will be fostered within the educational environment of the school. To that end, a zero tolerance policy toward academic dishonesty will be enforced within every course and educational activity offered or sanctioned by the school.

Any allegations of academic dishonesty will automatically be referred to the Standards Committee of the school for review and recommendation to the dean of the school. If any student is found by the committee to have engaged in academic dishonesty in any form – including but not limited to cheating, plagiarizing and fabricating – that student shall receive a grade of XE for the class and will be dismissed from the Walter Cronkite School of Journalism and Mass Communication. Reinstatement will not be considered. There will be no exceptions.

Quizzes and assignments are to be completed individually – any sharing of answers on quizzes or completing work on assignments not your own is a violation of the Cronkite Academic Integrity Policy and grounds for dismissal from the course and the Cronkite program.

Accessibility Statement

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act of 1990, professional disability specialists and support staff at the Disability Resource Center (DRC) facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities.

Syllabus Disclaimer

Every effort will be made to avoid changing the course schedule, but the possibility exists that unforeseen events will make syllabus changes necessary. The syllabus is a statement of intent and serves as an implicit agreement between the instructor and the student. Please remember to check your ASU email and the course site often.

Grade Appeals

Grade disputes must first be addressed by discussing the situation with the instructor. If the dispute is not resolved with the instructor, the student may appeal to the Cronkite Dean's office per the [University Policy for Student Appeal Procedures on Grades](#).

Computer Requirements & Technical Support

This course requires a computer with reliable Internet access and updated software. The course uses CANVAS to deliver content, which can be accessed through MyASU at <http://my.asu.edu>.

ASU Help Desk

Please remember that I can NOT help you with technical issues related to Canvas or related to your own computer. If you need help regarding a Canvas problem, contact the ASU 24-hour HELP DESK (1 -855- 278-5080 or 480 965-6500) for assistance, trouble-shooting, and documentation of your problem. Help Desk documentation is absolutely essential if you encounter a Canvas technical problem that requires follow-up with your instructor.

In your Canvas Course Information Module, be sure to read the “Test-Taking Essentials” for detailed test-taking information.

Drop and Add Dates/Withdrawals

This course adheres to a compressed schedule as part of a sequenced program, therefore, there is a limited timeline to drop or add the course. Consult with your advisor, if needed, to add or drop this course. If you are considering a withdrawal, review the following ASU policies: **Withdrawal from Classes; Medical or Compassionate Withdrawal. Incomplete Grades** are not offered in this class due to the compressed course time.

Course Evaluation

Students are expected to complete the ASU course evaluation. The feedback provides valuable information to the instructor and the college while it also is used to improve student learning. Students are notified when the online evaluation form is available. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and appreciated.

Student Conduct and Academic Integrity

ASU expects and requires its students to act with **honesty, integrity, and respect**. Required behavior standards are listed in the [Student Code of Conduct and Student Disciplinary Procedures](#), [Computer, Internet, and Electronic Communications policy](#), [ASU Student Academic Integrity Policy](#), and outlined by the [Office of Student Rights & Responsibilities](#). **Anyone in violation of these policies is subject to sanctions.**

[Students are entitled to receive instruction free from interference](#) by other members of the class. An instructor may withdraw a student from the course when the student's behavior disrupts the educational process per [Instructor Withdrawal of a Student for Disruptive Classroom Behavior](#).

Appropriate Online Behavior (also known as *netiquette*) is defined by the instructor and includes keeping course discussion posts focused on the assigned topics. Students must maintain a cordial atmosphere and use tact in expressing differences of opinion. Inappropriate discussion board posts may be deleted by the instructor.

The Office of Student Rights and Responsibilities accepts [incident reports](#) from students, faculty, staff, or other persons who believe that a student or a student organization may have violated the Student Code of Conduct.

Title IX

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <http://sexualviolenceprevention.asu.edu/faqs/students>.

Prohibition of Commercial Note Taking Services

In accordance with [ACD 304-06 Commercial Note Taking Services](#), written permission must be secured from the official instructor of the class in order to sell the instructor's oral communication in the form of notes. Notes must have the note-taker's name as well as the instructor's name, the course number, and the date.

COURSE SCHEDULE & TOPICS

WEEK 1.5 MODULE COURSE INTRODUCTION & FOUNDATIONS

AUG 22-23

READ: Course Syllabus
Ch 1 Literacy, Media and Diverse Audiences
Ch 2 Why We Study Race, Gender, Class & Media

VIEW: Course Orientation (see VIDEO LECTURES link)
Course Introduction & Foundations – Lecture 1 & 2 (VIDEO LECTURES)

AUG 26-30

COURSE CONTRACT and the INTEGRITY PLEDGE MUST BE POSTED BY 11:59 pm TUES AUG 27th and are located in your Course Information Module.

WARNING!! -- Failure to submit BOTH of the TWO Mandatory documents by the deadline, will result in you being unable to access additional course material, plus a minus 200 points for EACH document posted to your Gradebook.

READ: Ch 3 Media Functions, Theories and Effects
Ch 4 The Concept and Negotiation of Whiteness

VIEW: Media Theories & Effects -- Lecture 3 & 4
The Concept of Whiteness -- Lecture 5 ****

VIDEO: *The Black Doll Test* (see VIDEOS link)
VIDEO: *Multifacial* (see VIDEOS)****

ASSIGNMENTS

Personal Introduction Due by 11:59 pm WED AUG 28th (Module 1)
Syllabus Quiz Due by 11:59 pm THURS AUG 29th (Module 1)
ASSIGNMENT #1 Due by 11:59 pm Fri AUG 30th (Module1)

WEEK 2 MODULE STEREOTYPES FROM EARLY MEDIA TO 21ST CENTURY

SEPT 2 Labor Day Sept 2nd – No Class

**SEPT 3-6 READ: Ch 5 Social Psychology & Maintenance of Stereotypes
 Ch 9 Latino Americans and Asian Americans in Film & TV
 Ch10 Native Americans and African Americans in Film & TV
 “Media Stereotypes and Native Americans”
 (textbook Issue 4 p. 271)**

**VIEW: Stereotypes From Live Stage to Hollywood – Lecture 6 and 7
 The Social Psychology of Stereotypes – Lecture 8**

VIDEO: “COLOR ADJUSTMENT” (Desegregation of American TV)****

ASSIGNMENT

Discussion #2 Due by 11:59 pm Tues Sept 3rd (Module 2)

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EXAM 1 -- THURS SEPT 5th BEGINS at 12:01 a.m. and ENDS at 11:59 pm. During this 24-hour window, You have 75 minutes to complete the exam once you start it. Exam 1 covers all material in Weeks 1 & 2.

WEEK 3 MODULE THE FOURTH ESTATE

**SEPT 9-13 READ: Ch 6 American Press and Multiculturalism: Legacy
 & Changes
 Ch 7 Twenty-first Century Press and Diversity Issues**

**“They Are Not Us: Framing of American Indians by the
 Boston Globe” (Module 3)**

**“Black, Brown & Poor: Who You Don’t See on Local TV
 News and Why” (Module 3)******

VIEW: American Press & Multiculturalism – Lecture 9 & 10

VIDEO: ANCHORMAN (video clips)

ASSIGNMENT

ASSIGNMENT #3 Due by 11:59 pm Tues Sept 10th (Module 3).

WEEK 4 MODULE PRESS ETHICS AND INCLUSIVENESS

SEPT 16-20

READ: Ch 14 Women in the Media (p. 191-194)
“The Dynamics of Class and News” (textbook Issue 1 p. 255)

“Outwhiting the Whites: An examination of the Persistence of Asian American Model Minority Discourse” (Module 4)

“Photo Coverage of Hispanics and Blacks in a Southwestern Daily Newspaper” (Module 4)

“The Face of the Front Page: A Content Analysis of U.S. Newspapers” (Module 4)

VIEW: Press Inclusiveness Analysis– Lecture 11

VIDEO: “The Danger of the Single Story” Chimamanda Ngozi Adichie

ASSIGNMENT

ASSIGNMENT #4 SYNOPSIS Due by 11:59 pm TUES SEPT 17th

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EXAM 2 -- THURS Sept 19th **BEGINS at 12:01 a.m. and ENDS at 11:59 pm.** During this 24-hour window, **You have 75 minutes to complete the exam once you start it.** Exam 2 covers all material in Weeks 3 & 4.

WEEK 5 MODULE TELEVISION & FILM ENTERTAINMENT

SEPT 23-27

READ: Ch 8 Class in Film and Television****
Ch 11 Gender in Film and Television

“LGBT in the Media: A Rainbow of New Representations”
(textbook **ISSUE 9** p. 311)

“Interracial Love on Television: What’s Taboo Still and What’s Not” (Module 5).

“The Fox News Network and the Revolution of Black Television” (Module 5).

VIEW: Multiculturalism in TV & Film – Lecture 12 & 13

VIDEO: VH1-TV on Interracial Love

VIDEO: PBS SOCIAL CLASS IN AMERICA

ASSIGNMENT

ASSIGNMENT #5 Due by 11:59 pm Tues Sept 24th (see ASSIGNMENTS).

WEEK 6 MODULE

WOMEN AND MEDIA ISSUES

SEPT 30-OCT 4

READ: Ch 15 “Representation and Media: Ideal Beauty Standards & Sexual Objectification”

“The More You Subtract, the More You Add: Cutting Girls Down to Size in Advertising” (Module 5)****

VIEW: Women and Media Issues – Lecture 14 & 15

VIDEO: *Still Killing Us Softly 4* ****

ASSIGNMENT

ASSIGNMENT #6 Due by 11:59 pm TUES OCT 1st (Module 5)

WEEK 7 MODULE

WOMEN PORTRAYALS IN ADVERTISING AND MUSIC VIDEOS

OCT 7-11

READ: Ch 12 Advertising and Multiculturalism

“Colorism in Media & Society” (textbook Issue 2 p. 263)

“Controversial Rap Themes, Gender Portrayals & Skin Tone: Analysis of Rap Videos” (Module 5)

VIDEO: PBS What Is Race (Test your perception)

Complexion Obsession: A Hip Hop Documentary (Part 1)

The Chappelle Show (“Native Americans”; “The Niggars”)****

ASSIGNMENT

ASSIGNMENT #7 Due by 11:59 pm TUES OCT 8th (Module 7)

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EXAM 3 -- THURS OCT 10th BEGINS at 12:01 a.m. and ENDS FRI OCT 11th at 11:59 pm. During this **48-hour** window, **You have 75 minutes** to complete the exam once you start it. **Exam 3 covers all material in Weeks 5 thru 7.**

There will be **NO FINAL EXAM** in this Course!

**** Denotes one of your weekly ASSIGNMENT Topics, which after the first class week, will be due by 11:59 pm every Tuesday.

About the Teacher

Dr. Sharon Bramlett-Solomon is an associate professor in the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. She also is a NewsPro Top-10 U.S. Journalism Professor, and ASU Lincoln Ethics Center Past Professor of Media and Culture. Her professional background includes newspaper reporting, public relations and radio advertising sales, including reporting for the *Memphis Commercial Appeal* and *Louisville Courier-Journal*. She is author of *Race, Gender, Class and Media: Studying Mass Communication and Multiculturalism* (co-authored with Meta Carstarphen).

Her research focuses on race, media and society issues, an area in which she has published and/or presented over 100 papers. She has received local and national recognition for her teaching, accomplished scholarship and service. She has received the Barry Bingham Award from the National Conference of Editorial Writers Foundation. She also was honored as Professor of the Year by the Association for Education in Journalism and Mass Communication's Newspaper Division. In addition, she has received numerous teaching, research and service awards at ASU, as well as recognition from many Valley community groups and organizations for her contributions to enhance academic and professional journalism diversity.