GROSSMONT COLLEGE

COURSE OUTLINE OF RECORD

Curriculum Committee Approval: 11/30/2021

GCCCD Governing Board Approval: 12/14/2021

MEDIA COMMUNICATIONS 250 – INTRODUCTION TO RESPRESENTATION IN THE MEDIA

1. Course Number Course Title Semester Units

MCOM 250 Introduction to Representation in the Media 3

Semester Hours

3 hours lecture: 48-54 hours 96-108 outside-of-class hours 144-162 total hours

2. Prerequisites

None

Corequisite

None

Recommended Preparation

None

3. Catalog Description

This course will examine how socially constructed categories of gender, race, class, disability, sexuality, and ethnicity shape media texts and institutions as well as how media structure our understanding of these concepts through our everyday practices. Students will study and analyze representation within contemporary and historical media. Topics of discussion may include the role of the media outlets in setting societal norms, setting public agenda, and shaping popular perceptions. This course investigates the real and symbolic power of the media in shaping public opinion as expressed in contemporary global society. Students will consider representation and intersectionality of marginalized groups through the lens of critical studies and historical analysis.

4. Course Objectives

The student will:

1. Interrogate privilege and its role in the oppression of marginalized identities.
2. Identify and challenge Western mainstream mass media’s use of Eurocentrism as the default, objective, and neutral standard of professional media.
3. Examine media texts and institutions’ use of socially constructed mediated reality of race, class, ethnicity, disability, gender, sexuality, and religion.
4. Assess the mass media’s role in emphasizing and perpetuating stereotypes of marginalized identities.
5. Evaluate the mass media’s cultivation of intersectional identity and representation.

5. Instructional Facilities

Standard Classroom

6. Special Materials Required of Student

None

7. Course Content

1. Cultural Studies, Multiculturalism, and Media Culture
2. Hegemony
3. The Economics of the Media Industry
4. Advertising and Consumer Culture
5. Social Activism and Justice
6. Indigenous Peoples
7. Americans of African Descent
8. Americans of Asian and Pacific Islander Descent
9. Americans of Latinx/ Chicanx/ Hispanx Descent
10. Americans of Arab Descent
11. Disability
12. Gender
13. Sexual Identification
14. Religion

8. Method of Instruction

1. Lecture
2. Practicum
3. Guest speakers
4. Discussion
5. Video and Audio Resources
6. Group Projects and Activities

9. Methods of Evaluating Student Performance

1. Quizzes, tests, and exams including a final exam.
2. Papers, projects, and group projects such as simple survey design and summary presentations.
3. Class participation including discussions and surveys.
4. Homework such as answering discussion-prompts.

10. Outside Class Assignments

1. Papers, projects, and group projects such as ethnographic interviews concerning media representation.
2. Assignments related to the reading and course.

11. Representative Texts

a. Representative Texts

1. Yousman, Bill, et al. *Gender, Race, and Class in Media* (6th ed.). Sage, 2021.
2. Campbell, Richard, et al. *Media & Culture: Mass Communication in a Digital Age* (12th ed.). Macmillan, 2019.
3. Supplementary texts and workbooks:

Supplemental readings from both academic and non-academic sources.

Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

1. Define and understand privilege and its role in the oppression of marginalized identities, particularly as relates to media making.
2. Challenge self-adoption of Western media’s use of Eurocentrismas the default, objective, and neutral standard of professional best practices in media.
3. Develop socially inclusive understanding and practices of gender, race, class, disability, sexuality, religion, and ethnicity.
4. Employ individual media-making standards that embrace intersectional identity and representation and do not emphasize or perpetuate stereotypes of marginalized identities.