



## CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Functions of mass communication
  - A. The role of mass communication
  - B. Functions of mass communication for society
  - C. How people use the mass media
  
- II. Culture and diversity in the mass media
  - A. Defining terms (culture, ethnicity, race, ethnocentrism)
  - B. Historical overview of media
  
- III. Shaping America's Reality
  - A. Stereotyping
    - 1. Defining terms
    - 2. Minorities and stereotyping
      - a. African-Americans
      - b. Asian-Americans
      - c. Native Americans
      - d. Gays and Lesbians
      - e. People with disabilities
      - f. Latinos
    - 3. Gender and stereotyping
  - B. Journalism
    - 1. Gatekeeping theory
    - 2. Agenda setting theory
    - 3. Minority publications
  - C. Children's Books
    - 1. Historical perspective
    - 2. Current trends
  - D. Magazines
    - 1. Images in popular magazines
    - 2. Minority publications
  - E. Advertising & Public Relations
    - 1. Historical Perspective
    - 2. Images of women and sex
    - 3. Images of minorities
      - a. African-Americans
      - b. Asian-Americans
      - c. Native Americans
      - d. Gays and Lesbians
      - e. People with disabilities
      - f. Latinos
  - F. Television
    - 1. Historical perspective
    - 2. Current programming
    - 3. Minority programming

G. Film

1. Historical perspective
2. Images of women and sex
3. Images of minorities
  - a. African-Americans
  - b. Asian-Americans
  - c. Native Americans
  - d. Gays and Lesbians
  - e. People with disabilities
  - f. Latinos

H. Ownership & Control

1. Ownership of the media
2. Employment opportunities
3. Management and control of the media

IV. Media Effects

A. Theories

1. Hypodermic needle theory
2. Cultivation theory
3. Social learning theory

B. Children and media effects

1. Socialization
2. Media literacy

**REQUIRED READING:**

Biagi, Shirley and Marilyn Kern-Foxworth. Facing difference: Race, gender and mass media. Thousand Oaks, CA: Pine Forge Press, 1997.

**SUGGESTED READING:**

Douglas, S. J. Where the girls are: Growing up female with the mass media. New York: Times Books, 1994.

Rapping, E. Media-tions: Forays into the culture and gender wars. Boston: South End Press, 1994.

**REQUIRED WRITING:**

One 6-8 Page research paper examining the media portrayals of African-Americans, Asian-Americans, Native Americans, Latinos, women and men in current television shows and film. Another 6-8 page research paper examining violence in the media focusing on the receivers and givers of the violence with special attention to the number of African-American, Asian-American, Native American, and Latino characters in these two groups. Exams will also include multiple paragraph essays.

**OUTSIDE ASSIGNMENTS:**

**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.**

Completing required reading and writing assignments. Preparation for tests and exams. Research and write two media review papers analyzing the media representation of various minority groups. Prepare for classroom presentations.

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students):

Two Exams	40%
Classroom participation based on relevancy	20%
Two research papers	40%

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**

Yes\_\_\_\_ No\_\_\_**X** Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

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