Instructor: Jane Rhodes, Associate Professor  
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Hours: Tuesday 1-2 p.m.; Thursday 8:30-10:30 a.m., or by appt.

Course Overview
The study of race and ethnicity in mass media is a terrain of contradictory, and often oppositional, methods and arguments. This scholarship tends to fall into two camps—for our purposes, social science and cultural studies. Each approach is deeply suspicious of the other, and both often fail to understand or account for the range of knowledge in the field. A goal of this course is to understand the theoretical and conceptual underpinnings of the array of methods used to study race and ethnicity in the media. We will confine our attention to television, film, newspapers and radio, the most common objects of study. Much of the scholarship in this area has been concerned with the problem of representation—the images that have been produced about racial and ethnic groups, the effects of these images on national culture, social life, and politics, and strategies for altering or eliminating damaging stereotypes. We will also consider the growing body of scholarship that investigates the efforts of communities of color to communicate and shape their identities in mainstream and alternative venues. This course will approach this material by examining the different traditions in media studies and how effectively they address questions of difference, inequality, and discrimination in both a United States and global framework.

Required Texts (available at Groundworks Books)
Robert Entman and Andrew Rojecki, The Black Image in the White Mind: Media and Race in America (Chicago)  
Oscar Gandy, Communication and Race: A Structural Perspective (Arnold/Oxford)  
Herman Gray, Watching Race: Television and the Struggle for Blackness, 2nd Edition (Minnesota)  
Melani McAlister, Epic Encounters: Culture, Media and U. S. Interest in the Middle East, 1945-2000 (California)  
Chon Noriega, Shot in America: Television, The State, and the Rise of Chicano Cinema (Minnesota)  
Michael Rogin, Blackface, White Noise: Jewish Immigrants in the Hollywood Melting Pot (California)  
Ella Shohat and Robert Stam, Unthinking Eurocentrism: Multiculturalism and the Media (Routledge)  
Roger Silverstone, Why Study the Media?

Course Reader available through University Readers Service www.universityreaders.com
Assignments
The central component of this course is close and careful reading of the assignments and active participation in class discussion. Grading will be based, in part, on evidence that students have completed the weeks’ assignment and prepared to engage with the material. Each student will be responsible for presenting and leading one week’s discussion on the supplementary articles, and must complete a 3-5-page overview of the material that is due on that day. Topics for class discussion should be prepared in advance. Students will also research and write a 15-page paper due at the end of the quarter that addresses an area of interest in the study of race, ethnicity, and media. This will require the submission of a proposal, and a working bibliography, as well as the final project.

Schedule

January 4  Introduction

January 11  Situating the Scholar in media studies
           Roger Silverstone, *Why Study the Media*
           Hanno Hardt, “British Cultural Studies and the return of the critical in American mass communications research
           Robert McChesney, “Critical Communication Research at the Crossroads”
           James Carey, “Mass Communication and Cultural Studies”

January 18  Historical Frameworks for Interpreting Race and Media
           Michael Rogin, *Blackface, White Noise*
           Jane Rhodes, “The Visibility of race and media history”

January 25  Gleanings from Quantitative Social Science
           Oscar Gandy, *Communication and Race*
           Romer, Jamieson and Coteau, “The Treatment of Persons of Color in Local Television News”
           [proposal due]

February 1  Race and the News Media
           Entman and Rojecki, *The Black Image in the White Mind*
           Christopher Campbell, “A Myth of Assimilation: ’Enlightened Racism and the News”
Teun van Dijk, “Elites, media and the reproduction of prejudice”

**February 8**  Political Economy and the Culture of Race  
Herman Gray, *Watching Race: Television and the Struggle for Blackness*  
Herbert Schiller, “Corporations and the Production of Culture”  
John Fiske, “Los Angeles: A Tale of Three Videos”  
Meehan, Mosco, and Wasko, “Rethinking Political Economy”

**February 15**  Communities of Color and Media Control  
Chon Noriega, *Shot in America: Television, the state, and the rise of Chicano Cinema*  
Hamid Naficy, “Narrowcasting in Diaspora”  
Catherine Squires, “Black Talk Radio: Defining Community Needs and Identity”  
Scott Wible, “Media Advocates, Latino Citizens and Niche Cable: The Limits of ‘no limits’ TV”  
Arlene Davila, “Selling Marginality”  
*[bibliography due]*

**February 22**  Race, Ideology and the State  
Melani McAlister, *Epic Encounters*  
Stuart Hall, “Signification, Representation and Ideology: Althusser and the Post-Structuralist Debates”  
Stuart Hall, et. al., excerpts from *Policing the Crisis: Mugging, the state, and law and order*  
Nicholas Garnham, “The Media and the Public Sphere”

**March 1**  Cinema, Racial History and Racial Formation  
Ella Shohat and Robert Stam, *Unthinking Eurocentrism*  
David James, “Tradition and the Movies: The Asian American Avant-Garde in Los Angeles”  
Peter X. Feng, “We’re Queer! We’re Where? Locating Transgressive Films”

**March 8**  Discussion of class research

**Final Paper Due Tuesday March 15**