Course Title: Media & Special Audiences (PRLS/COMM 4320)

Credits: 3

Prerequisites: upper division standing

Instructor: Dr. D. Rios, Ph.D.

E-mail: Use the e-mail (Messages) inside this class to communicate with the professor. We also can set up a cell phone appointment to chat. We can meet in person in Storrs too.


Required Texts and DVD: You can purchase textbooks from a bookstore, through an online company on the Internet, or from the UConn Coop. The bookstore will not carry the required film as a DVD (I've asked them so many times and the answer is no). You can choose to stream the film yourself from Netflix, Hulu Plus, etc.

TEXTS


REQUIRED movie

- 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 Internet movie streaming services.)
- Note that UConn's El Instituto has this DVD. You can go to Ryan Hall to view it. You can call Anne the secretary at El Instituto to get directions to Ryan. Make an appointment during the week 860-486-3997. Never wait until the last days since staff take certain days off.
ARTICLES

Articles (pdfs are located inside the class already); there will be additional articles for you in a digital folder inside the class.

THIS SITE

Students must go into this site at least 5 days a week in order to keep up. If you ignore the class you will not do well. If you forget to turn complete assignments, by the due dates you can get an F. This is not an easy class.

Course Description

Media and Special Audiences 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 desired that the student will 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, alternative media and specialized audience segments.

How Much Things are Worth

Essays 15%
Discussion-Participation 25%
Quizzes on readings 10%
Midterm 25%
Final 25%
Discussion-Participation

Discussion-Participation is required in every module. During the regular semester participation is scored in 2 parts, the first half (mod 1,2) and then the second half (3,4,5). During summer there is one discussion score that is done at the end of the term. Everything is averaged at the end during the regular term and during the summer term. If you do not do the basic required work, you will earn an F.

An additional note on Discussion-Participation: It is so sad that I have to put this on our syllabus. Your course grade can drop at least one full letter grade if you "flame". Flaming means being disruptive, unprofessional to your peers and to your professor. You can also get a final grade of F for discussion-participation if you flame.

Any student demonstrating aggressive, disruptive behavior will automatically be sent to the Dean's office and could be reported to the police for the sake of safety for the entire UConn community.

Please seek out mental health services if life is too overwhelming for you and you need a professional ear to lean on and help you through the rough spots.

Quizzes and Exams

The quizzes and exams in this course are objective question types, True/False and multiple choice. There are two quizzes, one midterm and one final.

Essays

There are two short essay assignments for this class. Excellent writing, quoting, citing and a reference page are important for these essays. Essays cannot be rewritten if you don't like your grade. Strive for excellence the first time you submit your work.