Media and Special Audiences

Basic Course Information and Requirements

Course Title: Media & Special Audiences (COMM/PRLS 4320) Credits: 3
Prerequisites: upper division standing
Instructor: Dr. D. Rios, Ph.D.

E-mail: use the e-mail inside this class. Also, we can set up a phone appointment to chat. We can meet in Storrs.

Office: Communication Sciences Building, #207. Where is this building? by the Nathan Hale Inn. Use the UConn maps.

Required Texts and DVD/VHS: 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 DVD (I've asked them so many times and the answer is no).

TEXTS


REQUIRED Video or DVD • 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 retailers.) • Note that UConn's Institute of Puerto Rican & Latino Studies (PRLS) has this DVD. You can go there to view it. You can call Anne the secretary at PRLS to get directions to Beach Hall. Make an appointment during the week 860-486-3997. Never wait until the last days since staff take certain days off.

Additional Requirements: Articles (pdfs are located inside the class already); home page has additional articles for you in a folder; be organized, concentrate, focus and reflect on issues.

Also--Students MUST know how to navigate Huskyct. There are workshops at the library on Huskyct if you need basics. If you cannot manage this site, please choose another class. Students must use the internal mail inside this class.

Students must go into this site at least 4 days a week in order to keep up. If you ignore the class you will not do well. 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, "minority" media and specialized audience segments.

How Much Things are Worth
Essays 15%
Discussion-Participation 20%* (see note below)
Quizzes on readings 5%
Midterm 30%
Final 30%