

**Department:** COMM/PRLS/WS

**Course No:** 3321/3264/3260

**Credits:** 3

**Title:** Latinas and Media

**Contact:** Anne Theriault

**Content Area:** CA4 Diversity and Multiculturalism

**Diversity:** CA4 Non-International

**Catalog Copy:** COMM PRLS WS 233 264 260. Latinas and Media Second semester. Three credits. Rios

Examines the role of ethnicity and race in women's lives. Special attention to communication research on ethnic and racial minority women.

**Course Information:**

**A.** Latinas and Media examines Latinas and other women of color as media professionals, media consumers, contributors to society. The goals of this course are to acquaint the student with societal, cultural and professional issues faced by Latinas and other women. By the end of the course students should be able to identify and critique Latina media representations as well as treat Latina social, cultural, and professional issues with more sophistication. They should also be able to do the same with other women of color.

**B.** Assignments are geared to improve research and analytic skills needed in professional work and advanced graduate studies in communication or related fields. Books, articles, in-class exercises, videos have been carefully selected to promote discussion and analysis. Course requirements--midterm 35%, final 35%, class participation, in-class group work, oral presentations 20%, webct required work 10%.

**C.** Major themes in Latinas and Media: race, gender in media workplace, body type/race; TV and radio audiences; sexuality and professional struggle; ethnicity/race and skin color in media industries; crosscultural friendship networks, interethnic romantic relationships in media representation and in real life; familial relationships, gender and culture in film and real life; deceptive marriage contracts facilitated by mediated forums (photographs, WW2 picture brides, catalogs, flesh-market internet sites).

**Meets Goals of Gen Ed.:**

**1.** Become articulate--Students in Latinas and Media should express critical thoughts based on the material during class discussion. Thoughts, ideas, opinions must reflect careful reading and thought on required materials (books, articles, videos, guest speakers). Students must expand upon ideas in required materials, during group exercises and exams. Open-ended questions on

exams demand integration, synthesis of topics treating ethnicity, race, culture, gender, media and other communication processes.

**6.** Acquire consciousness of diversity of human culture and experience--Latinas and Media materials address issues of gender, race, different/larger body sizes and challenges for professional success in discriminating media industries. Racism, sexism, size-ism, sexual harassment in the media workplace are presented and discussed. It is desired that students taking this course will develop more sophisticated, and sensitive perspectives about Latinas and other women of color as they relate to mass media and processes.

**CA4 Criteria:**

**1.** Latinas and Media addresses the varieties of experiences, perceptions, thoughts and values from the Latina perspective, and from the perspectives of other selected women of color. The course examines ethnic and racial diversity as they are related to Latina media representation and social issues in the media workplace and real life. Issues of balancing family and work, cultural values, gender, and sexuality are dealt with in film and biographical materials.

**3.** Latinas have most coverage in this course, but other women of color such as African American women, Asian American women may also be addressed in order for students to compare and contrast media images, experiences in media industry, conflicts with family and community. Course varies with coverage in the international realm when addressing women in the U.S.-Mexico border region (Mexico), women sojourners to the U.S. (Mexico and Japan), and new immigrants (Japan). Students read, view, analyze, discuss, compare, contrast with mainstream European American experiences and grapple with common perceptions and misperceptions held in the United States.