Lecture Room: Turner A 357
Instructor:
Office: Turner Hall A- 275
Office Hours:

Course Description:

Throughout the history of mankind, the mass media have played profound historical role in organizing, developing and empowering groups, organizations and societies. As such, the Black Mass Media in America played very important role in the political, economic and legal struggles, and socio-economic and cultural development of the Black communities in America.

This course is designed to provide students interested in journalism and minority media an in-depth understanding of the Black-oriented media in America with emphasis on the historical background, role, impact, problems and prospects of minority media in American society. In this context, the theories of the Press Freedom, Press as Representative of Public, the Word-Meaning in Media Portrayals, Selective Perceptions, Stereotyping etc., will be discussed.

The issues and the reasons for the lack of representativeness of minorities, particularly of the African Americans, as owners, publishers, editors, reporters, anchormen, videographers, news directors, sales and marketing managers in the media industry will be discussed in this course. How some of the African American media leaders, starting from the nineteenth century to this day, have tried to overcome the barriers and have become successful in their endeavors would be emphasized in this course.

Required Texts: To Be Announced

Recommended Readings:


Read Two Newspapers: One National (N.Y. Times, USA Today Wall Street Journal, The Atlanta Journal Constitution) and One Local (The State, or The Times and Democrat)

Conduct Internet Searches on the Black Press, Black Media Organization, and Black Media Leaders and others.
Expected Outcomes

1. Students will learn about the history and complex socio-political context of the origins of African American Media and find their impacts on the students' own economic, social and cultural milieu.

2. Students will become familiar with the leaders of the African American newspapers, magazines, radio and television, advertising and public relations companies

3. Students will be able to understand theories of the media and the minorities, and analyze and understand the role of mass media in major intercultural, interracial and international issues.

Course Requirements:

1. Students will be expected to attend classes regularly and complete all assigned readings on time.

2. Students will complete 8 class or take home assignments, essays, short projects, a midterm and a final exam covering the assigned readings.

3. Each student will make a class or group presentation, 20-30 minutes on a selected topic on Minority Media issues.

4. Each student will maintain a portfolio of articles and newspaper clippings and Internet printouts on a chosen area of his/her interest, to be reviewed by instructor.

5. Any violations of academic or disciplinary rules in class or department will be dealt following the standard university rules.

Grade Distributions:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Five (5) Class Assignments</td>
<td>50%</td>
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<tr>
<td>Presentations</td>
<td>10%</td>
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<tr>
<td>Midterm Exam</td>
<td>10%</td>
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<tr>
<td>Final Exam and/or a Research Paper</td>
<td>30%</td>
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