

Bradley University
Department of Communication
COM 386: Media, Race, and Gender
May 2024

Instructor	Dr. Sara Netzley (she/her) snetzley@fsmail.bradley.edu GCC 303 Office hours by appointment. Please email to arrange a meeting.
Course meeting	Asynchronously online
Course introduction	<i>If we do something over and over, it becomes normal. If we see the same thing over and over, it becomes normal. ~ Chimamanda Ngozi Adichie</i> The way the media depict or omit marginalized groups in society can have a major impact on how they're perceived, treated, legislated, and respected. This course will explore the advances that have been made by a variety of groups in the United States, as well as the challenges they still face on mass media platforms including films, television, news, and advertising.
Course description	An examination of the historical and current media portrayal and involvement of women and ethnic minorities indigenous to America, with special emphasis on the growth and development of minority media and media systems.
Textbooks and supplies	<ul style="list-style-type: none"> ● Readings as assigned, generally available on Canvas ● The course Canvas site, a .doc program, internet access ● Not required, but helpful: APA Style Guide (2020) or the Purdue OWL
What you should do for me	<ul style="list-style-type: none"> ● Do all the readings in advance ● Review all assignment instructions before starting (and submitting) ● Start your work early ● Ask if it's unclear ● Engage with the class
What I will do for you	<ul style="list-style-type: none"> ● Interest in your progress and encouragement in your growth ● Relevant homework and exams ● Clear assignment instructions ● Transparent grading ● Availability if you need help

Course Objectives	<ul style="list-style-type: none"> ● Identify the sociocultural forces and industry practices that contribute to media representations (or lack thereof) of gender, race, class, sexuality, age, and ability. ● Recognize the ways in which media (e.g., news, film, television, video games, magazines, etc.) perpetuate stereotypes. ● Adapt and apply skills, concepts, and theories to analyze media representations of marginalized groups. ● Create strategies for challenging and eliminating practices of discrimination in the media industry.
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Class Policies

Bradley Core Curriculum	This is a Writing Intensive course under the Bradley Core Curriculum, which means it will focus on writing quantity, process, instruction, and assessment. For more information, visit Bradley's BCC website .
Deadlines	Please pay attention to deadlines and get things in on time. While you may have periods where you're more or less busy during the course, if you fall behind on the work, it can be hard to catch up. If you're struggling to meet a deadline because of illness or emergency, let me know in advance so we can work together on a solution.
Plagiarism and cheating	Don't copy from another person, paper, publication, or website. Don't use information verbatim or without citation. Don't submit work you've turned in for other classes. Don't present the ideas of others as your own. Don't collaborate on solo assignments. Don't use AI or other methods to produce your work. Do review Bradley's cheating and plagiarism guidelines . If you violate these rules, you'll fail the assignment and possibly the entire course, depending on the severity of the infraction. I do run certain assignments through TurnItIn. In your written responses, please don't just copy and paste from the readings. Instead write <i>your</i> responses to the material so I can gauge how well you're synthesizing the content.
Communication	Although online May Term courses are a bit more relaxed, I do try to limit my office hours to 9 a.m. to 5 p.m. on weekdays, which means I'll be slow to respond to emails on nights and weekends. Plan accordingly.
Disabilities	If you need accommodations, you must register with Student Access Services and provide appropriate documentation to verify eligibility. You can reach SAS at (309) 677-3654. More information is also available at the Student Access Services website . Please communicate with me about what you need to succeed in class.

Rules of Engagement	<p>In this class, we're covering weighty, problematic, at-times deeply personal issues, and I want this to be a place for us all to ask questions and learn. Should we have the opportunity for online discussions, please approach them respectfully and maintain your sense of humor and good nature when you find that others disagree with you. Name calling, personal attacks, offensive language, and silencing of others will not be tolerated.</p> <p>Some of the material we cover may be R-rated, including profanity, nudity, sex, and violence, but all of it is intended to contribute in some way to the class. However, those who are sensitive to certain topics or themes might want to discuss this with me before we get too far into the semester. Finally, this class could touch on topics such as sexuality, crime, sexual assault, and so forth. If the material becomes too much and you need to disengage with the material, don't hesitate to do so. I only ask that you check in with me as soon as possible to let me know what's happening so we can discuss a different approach.</p>
Course Flexibility	<p>Although we will proceed as closely as possible to what's outlined here, please be flexible. I reserve the right to change anything on this syllabus, including the readings, due dates, assignments, and points possible, and I will make every effort to keep you informed of those changes as they occur. Any changes to the schedule will be posted to Canvas, so check it regularly.</p>

Grading Policies

Your grade is based on all of the points you have accumulated at the end of the semester. The percentage of the total points possible that you have earned will determine your final grade.

The number or types of assignments could change based on the progress of the class. Please refer to Canvas for the most recent instructions.

Reading responses	3 at 10 points each = 30 points
Reading takeaways	3 at 5 points each = 15 points
Mini critiques	2 at 20 points each = 40 points
Media critique draft	25 points
Media critique final	100 points

A: 90% and up; **B:** 80% and up; **C:** 70% and up; **D:** 60% and up; **F:** 59% and lower

Course Schedule

Date	Topics covered. See Canvas for specific readings and assignments.
Week 1	Why and how we study entertainment media
May 13	Why we study entertainment media; assignment: reading response
May 14	Pop culture and the gaze
May 15	How we study entertainment media; assignment: takeaway points
May 16	Optional: History of feminism
May 17	Pulling it all together: mini-critique of entertainment media
Week 2	Why and how we study news media
May 20	News visual rhetoric; assignment: reading response
May 21	Women in news coverage
May 22	Media coverage of the LGBTQ+ community; assignment: takeaway points
May 23	Optional: An outstanding journalism example
May 24	Pulling it all together: mini-critique of news media
Week 3	Entertainment, News, and Gender
May 27	Media critique draft due
May 28	<i>Toxic</i> introduction
May 29	<i>Toxic</i> individual chapters
May 30	Final takeaway readings
May 31	Media critique due

Resources for students

Student Support Services	Sisson Hall 101 and 103 (309) 677-3658 Website
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	<p>Student Support Services is designed to offer guidance to students in times of need. Its mission is to provide personal attention and resources to students as they work to achieve their academic and personal goals. Student Support Services serves as a major link between Academic Affairs and Student Affairs striving to improve student retention through positive communication and relationships with students, faculty, staff and families.</p>
<p>Student Access Services</p>	<p>Heitz Hall 100 (309) 677-3654 sas@bradley.edu Website</p> <p>The Office of Student Access Services helps students with documented disabilities by facilitating accommodations that remove barriers to academic success. Students seeking such accommodations must register with SAS.</p>
<p>Bradley Counseling Services</p>	<p>Markin Center 52 Monday - Friday, 8 a.m. - 4:30 p.m.: (309) 677-2700 After Hours: (309) 677-3200 bradleyhealthservices@bradley.edu Website</p> <p>The Counseling Center provides short term mental health counseling and related services to help students identify barriers, improve coping, and achieve personal and academic goals.</p>
<p>Bradley Health Services</p>	<p>Markin Center 101 (309) 677-2700 bradleyhealthservices@bradley.edu Website</p> <p>The Health Services Office provides care of general physical health and illness problems, as well as minor injuries, allergy issues, and medication management.</p>
<p>Bradley Title IX</p>	<p>Sisson Hall 215 (309) 677-3223 Website</p> <p>Bradley University seeks to provide an environment that is free of bias, discrimination and harassment. Under Title IX, discrimination based on sex or gender is prohibited. If you have been impacted by sex discrimination including sexual assault, sexual harassment, dating violence, domestic violence or stalking, we encourage you to report it to the executive director of Student Support Services. While you may talk to a faculty member, faculty are required to share such reports with the University's Title IX coordinator or executive director of Student Support Services.</p>

	<p>Please refer to the Bradley University Statement on Sexual Harassment and Sexual Misconduct Policy and Procedures here.</p>
<p>Office of Diversity and Inclusion</p>	<p>Garrett Center building (309) 677-2646 Website.</p> <p>The Office of Diversity and Inclusion (ODI) supports historically underrepresented communities – Asian, African American, Hispanic/Latinx, Multiracial, or students who are first in their families to attend college – as they transition to Bradley. The office also handles incidents of bias or discrimination based on race or ethnicity. The office offers services for lesbian, bisexual, transgender or questioning students.</p>
<p>Academic Success Center</p>	<p>Cullom-Davis Library, third floor (309) 677-2416 success@bradley.edu Website</p> <p>The Academic Success Center provides tutoring, mentoring, and student success workshops on a variety of issues, such as time management, goal setting, note-taking, and preparing for exams.</p>
<p>Writing Center</p>	<p>Cullom-Davis Library, third floor (309) 677-3254 bradleywritingcenter@bradley.edu Website</p> <p>The Writing Center offers help on all types of written work, including essays, research papers, and presentations. Call or email to schedule an appointment. Walk-ins are also accepted. In addition, the Writing Center offers virtual appointments via Zoom.</p>
<p>Math Success Center</p>	<p>Cullom-Davis Library, third floor (309) 677-2416 success@bradley.edu Website</p> <p>The Math Success Center provides tutoring, review sessions, and other learning resources to help students master mathematical content.</p>
<p>Smith Career Center</p>	<p>Burgess Hall, first floor (309) 677-2510 careers@bradley.edu Website</p> <p>The Bradley University Smith Career Center empowers students to achieve positive career outcomes through career development, experiential education, and learning opportunities. We partner in this work with stakeholders who benefit from the skills and talents of our students and alumni.</p>

Heart of Illinois 2-1-1	Dial 2-1-1 This is a free, confidential program that connects you to resources in the Peoria community for food, shelter, utility assistance, transportation assistance, childcare programs, etc.
Crisis Text Line	Text HOME to 741741 Crisis Text Line is free, anonymous, and provides 24/7 support for those in crisis who need to speak with a trained crisis counselor.