

Stereotypes and the Media

COMM 4445 – Fall 2018

Tuesdays - Thursdays 11:10 am – 12:30 pm; Journalism Bldg. 360

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Texts: Required readings for the course are available on Carmen. Please read the assigned materials before each class meeting. The class lectures will interpret, demonstrate, and extend the information and ideas in the readings, so be sure to take careful notes during each class. The exams will be based on both the lectures and the readings.

Course Overview:

Stereotypes are generalizations indiscriminately attributed to members within a group. Stereotypes are often acquired indirectly from exposure to mass media. Given our limited experience with various groups, the media are powerful in developing, reinforcing, and validating stereotypical beliefs and expectations we have concerning certain groups.

The general purpose of this course is to expose students to the existence and impact of stereotypes in the media. This course will explore stereotypes in advertising, news, and entertainment media and their effects on audiences. Although this course will examine media stereotypes related to race, gender, class, and sexual orientation, much of the emphasis will be on stereotypes associated with race.

Objectives:

1. Understand how stereotypes are formed and how they impact our attitudes towards and interactions with others.
2. Learn about real world issues (e.g., implicit racial bias, police officer's dilemma) and how they are impacted by stereotypes. For example, why police are more likely to shoot a Black man than a White man.
3. Discover the power specific genres of media have in facilitating and exacerbating negative group-based stereotypes.
4. Gain knowledge on how various groups are represented in the media.
5. Understand how communication and social psychological theories can predict and explain stereotype attitudes and behavior.

Course Requirements:

1. Midterm Exam (33.3%). Midterm will consist of multiple choice and short answer questions.
2. Final Exam (33.3%). Final will consist of multiple choice.
3. Final Paper (33.4%). A paper that explores the media and theoretical and practical implications of stereotypes (6 pages, double-spaced, not including reference section)

COURSE EXPECTATIONS & GUIDELINES

1. Students must respect the instructor and other students at all times. Any disruptive behavior will not be tolerated.
2. There will be no make-up exams unless in extreme circumstances and/or previously discussed with the instructor prior to the exam
3. Attendance and active class participation are crucial requirements for this course. Students must be prepared for class by reading and critically examining the required material. All students are encouraged to *participate in class* discussion, as well as any in-class assignments. The goal of this requirement is to make each class session a lively, stimulating, and intellectually rewarding learning venture for everyone. To a substantial extent, the benefits derived from this course are facilitated by students' willingness to expose their viewpoints to the scrutiny of the professor and their peers.
4. Please feel free to express differing opinions and perspectives. But, you are expected to be respectful and consider perspectives different from your own.

Academic Misconduct:

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/resource_csc.asp).

Special Accommodations:

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Religious Holidays:

Students who will be observing a religious holiday on a class date or assignment due date must provide date/event written notification to the instructor within the first two weeks of the quarter so that alternative arrangements can be made.

Diversity:

This classroom is a place where you will be treated with respect, and I welcome individuals of all ages, backgrounds, beliefs, ethnicities, genders, gender identities, gender expressions, national origins, religious affiliations, sexual orientations, ability – and other visible and nonvisible differences. All members of this class are expected to contribute to a respectful, welcoming and inclusive environment for every other member of the class

*****NO Make-Up Exams unless previously agreed upon by the professor prior to the exam. Late papers will not be accepted.**

Discussion Topics and Readings

Tuesday, August 21

Introduction to the Course

Thursday, August 23

I. Processing and Understanding Stereotypes

- **Video:** “The Power and Psychology of Stereotypes”

Tuesday, August 28

- Devine, P. (1989). Stereotypes and prejudice: Their automatic and controlled components. *Journal of Personality and Social Psychology*, 56, 5-18.
- Levin, D. E., & Carlsson-Paige, N. (2005). Marketing violence: The special toll on young children of color. *The Journal of Negro Education*, 72(4), 427-437.

Thursday, August 30

II. Priming, Activating, & Internalizing Stereotypes

- Power, J., Murphy, S., & Coover, G. (1996). Priming prejudice: How stereotypes and counterstereotypes influence attribution of responsibility and credibility among ingroups and outgroups. *Human Communication Research*, 23, 36-58.
- Crocker, J. & Major, B. (1989). Social stigma and self-esteem: The self-protective properties of stigmas. *Psychological Review*, 96(4), 608-630.

Tuesday, September 4

- Steele, C. (1997). A threat in the air: How stereotypes shape intellectual identity and performance. *American Psychologist*, 52, 613-629.
- Kao, G. (2000). Group images and possible selves among adolescents: Linking stereotypes to expectations by race and ethnicity. *Sociological Forum*, 15(3), 407-430.

Thursday, September 6

III. The Face of Crime & Poverty in the Media

- Eberhardt, J. L., Davies, P. G., Purdie-Vaughns, V. J., & Johnson, S. L. (2006). Looking deathworthy: Perceived stereotypicality of black defendants predicts capital-sentencing outcomes. *Psychological Science*, 17(5), 383-386.
- Gilens, M. (1996). Race and poverty in America: Public misperceptions and the American news media. *Public Opinion Quarterly*, 60, 515-541.

Tuesday, September 11

IV. Racial Stereotypes in the News

- Peffley, M., Shields, T., & Williams, B. (1996). The intersection of race and crime in television news stories: An experimental study. *Political Communication*, 13, 309-327.
- Abraham, L. & Appiah, O. (2006). Framing of News Stories: The Role of Visual Imagery in Priming Racial Stereotypes. *The Howard Journal of Communications*, 17(3), 183-203.

Thursday, September 13

- Tamborini, R., Mastro, D. E., Chory-Assad, R., & He Huang, R. (2000). The color of crime and the court: A content analysis of minority representation of television. *Journalism & Mass Communication Quarterly*, 77(3), 639-653.
- Entman, R. M. (1992). Blacks in the news: Television, modern racism, and cultural change. *Journalism Quarterly*, 69, 41-61.

Tuesday, September 18

- Gilliam, F. & Iyengar, S. (2000). Prime suspects: The influence of local television news on the viewing public. *American Journal of Political Science*, 44, 560-573.
- Marindale, C. (1996). Newspaper stereotypes of African Americans. In P.M. Lester (Ed.), *Images that injure: Pictorial stereotypes in the media*. Westport, CT: Greenwood.

Thursday, September 20

- Pan, Z. & Kosicki, G. (1996). Assessing news media influences on the formation of Whites' racial policy preferences. *Communication Research*, 23, 417-438.

Tuesday, September 25

V. Racial Stereotypes in Entertainment TV

- Mastro, D. E. and Greenberg, B. S. (2001). The portrayal of racial minorities on prime time television. *Journal of Broadcasting & Electronic Media*, 44(4), 690-703.
- Ford, T. E. (1997). Effects of stereotypical television portrayals of African Americans on person perception. *Social Psychology Quarterly*, 60(3), 266-275.
- Appiah, O. (2008). Stereotyping and the Media (4832-4836). *The International Encyclopedia of Communication* (ed. Donsbach), Volume 10. Wiley-Blackwell: Oxford, UK and Malden, MA.

Thursday, September 27

- Oliver, M. B., & Armstrong, B. G. (1998). Predictors of viewing and enjoyment of reality-based and fictional crime shows. *Journalism & Mass Communication Quarterly*, 72(3), 559-570.
- Armstrong, B., Neuendorf, K., & Brentar, J. (1992). TV entertainment, news, and racial perceptions of college students. *Journal of Communication*, 42, 153-175.
- **Video:** "Chocolate News"
- **Video Clip:** "How High"

Tuesday, October 2

- Shah, H. (2003). Asian culture and Asian American identities in the television and film industries of the United States. *Studies in Media & Information Literacy Education*, 3(3), 1-9.
- **Video:** "The Boondocks"

Thursday, October 4

VI. Racial Stereotypes in Advertising

- Entman, R. M., & Rojecki, A. (2000). Advertising Whiteness. In R. M. Entman & A. Rojecki, *The Black Image in the White Mind*. Chicago: University of Chicago Press.

Tuesday, October 9

- Bang, H., & Reece, B. B. (2003). Minorities in children's television commercials: New, improved, and stereotyped. *Journal of Consumer Affairs*, 37 (1), 42-67.
- Taylor, C. R., Landreth, S., & Bang, H. (2005). Asian Americans in Magazine Advertising: Portrayals of the "Model Minority." *Journal of Macromarketing*, 25(2), 163-174.
- **Midterm Exam Review**

Thursday, October 11

NO CLASS (AUTUMN BREAK)

Tuesday, October 16

MIDTERM

Thursday, October 18

VII. Gender Stereotypes

- Law, C., & Labre, M. P. (2002). Cultural standards of attractiveness. A 30-year look at changes in male images in magazines. *Journalism & Mass Communication Quarterly*, 79 (3), 697-711.
- Wolin, L. D. (2003). Gender Issues in Advertising—An Oversight Synthesis of Research: 1970-2002. *Journal of Advertising Research*, 43 (1), 111-129.

Tuesday, October 23

VIII. Stereotypes Involving Sexual Orientation

- Gross, L. (1995). Out of the mainstream: Sexual minorities and the mass media. In G. Dines, & J. M. Humez (Eds.), *Gender, Race, Class in Media: A Text-Reader* (pp. 61-69). Thousand Oaks, CA: Sage.
- Penalzoza, L. (1996). We're here, we're queer, and we're going shopping!: A critical perspective on the accommodation of gays and lesbians in the U.S. marketplace. *Journal of Homosexuality*, 31 (1-2), 9-41.

Thursday, October 25

- **Video:** "Will & Grace"

Tuesday, October 30

IX. Stereotypes in New Media

- Payne, B. K. (2001). Prejudice and perception: The role of automatic and controlled processes in misperceiving a weapon. *Journal of Personality and Social Psychology*, 81, 1-12.
- Correll, J., Park, B., Judd, C. M., Wittenbrink, B. (2002). The police officer's dilemma: Using ethnicity to disambiguate potentially threatening individuals. *Journal of Personality and Social Psychology*, 83(6), 1314-1329.

Thursday, November 1

- Eastin, M., Appiah, O., & Cicchirillo, V. (2009). Identification and the influence of cultural stereotyping on post game play hostility, *Human Communication Research*, 35, 337-356.
- Jones, V. (2008, May 5). A no-win situation: The debate over stereotypes in video games a no-win situation. The Boston Globe Retrieved December 14, 2008 in: http://www.boston.com/ae/games/articles/2008/05/05/a_no_win_situation/
- **Video game:** "Grand Theft Auto"

Tuesday, November 6

X. Complimentary Stereotypes and Counter-Stereotyping

- Holt, L. F. (2013). Writing the wrong: Can counter-stereotypes offset negative media messages about African Americans? *Journalism & Mass Communication Quarterly*, 1-18.
- Czopp, A. M., & Monteith, M. J (2006). Thinking well of African Americans: Measuring complimentary stereotypes and negative prejudice. *Basic and Applied Social Psychology*, 28(3), 233-250.
- Park, J. H., Gabbadon, N. G., & Chernin, A. R. (2006). Naturalizing racial differences through comedy: Asian, Black, and White views on racial stereotypes in *Rush Hour 2*. *Journal of Communication*, 56, 157-177.

Thursday, November 8

- Kawai, Y. (2005). Stereotyping Asian Americans: The dialectic of the model minority and the yellow peril. *Howard Journal of Communications*, 16, 109-130.

Tuesday, November 13

XI. Effects of Direct and Indirect Contact on Formation of Stereotype

- Mastro, D. E., & Tropp, L. R. (2004). The effects of interracial contact, attitudes, and stereotypical portrayals on evaluations of black television sitcom characters. *Communication Research Reports*, 21(2), 119-129.
- Fujioka, Y. (1999). Television portrayals and African-American stereotypes: Examination of television effects when direct contact is lacking. *Journalism and Mass Communication Quarterly*, 76, 52-75.

Thursday, November 15

- Ortiz, O., & Harwood, J. (2007). A social cognitive theory approach to the effects of mediated intergroup contact on intergroup attitudes. *Journal of Broadcasting & Electronic Media*, Dec2007, 51(4), 615-631.

Tuesday, November 20

XII. Social Comparisons and Stereotypes

- Blanton, H., Crocker, J., & Miller, D. T. (2000). The effects of in-group versus out-group social comparison on self-esteem in the context of a negative stereotype. *Journal of Experimental Social Psychology*, 36, 519-530.
- Leach, C. W., & Smith, H. (2006). By whose standard? The affective implications of ethnic minorities' comparisons to ethnic minority and majority referents. *European Journal of Social Psychology*, 36, 747-760.
- **FINAL PAPER DUE**

Thursday, November 22

THANKSGIVING BREAK

Tuesday, November 27

XIII. Cultural Voyeurism & Stereotype Reduction

- Appiah, O. (2018). Cultural Voyeurism: A New Framework for Understanding Race, Ethnicity, and Mediated Intergroup Interaction. *Journal of Communication*, 68, 233-242.
- Culter, C. A. (1999). Yorkville crossing: White teens, hip hop and African American English. *Journal of Sociolinguistics*, 3/4, 428-442.

Thursday, November 29

- Dovidio, J. F., ten Vergert, M., Stewart, T. L., Gaertner, S. L., Johnson, J. D., Esses, V. M., Riek, B. M., Pearson, A. R. (2004). Perspective and prejudice: Antecedents and mediating mechanisms. *Personality and Social Psychology Bulletin*, 30(12), 1537-1549.
- Shih, M., Wang, E., Bucher, A. T., & Stotzer, R. (2009). Perspective taking: Reducing prejudice towards general outgroups and specific individuals. *Group Processes & Intergroup Relations*, 12(5), 565-577.

Tuesday, December 4

- **Final Exam Review**

FINAL EXAM: Friday, December 7th @ 8:00 am – 9:45 am