Stereotypes and the Media
Advertising 4445 – Spring 2018

Tuesdays - Thursdays 9:35 am – 10:55 am; Journalism 360

Instructor: Osei Appiah, Ph.D. Office: 3050 Derby Hall, 614-247-7724
appiah@temple.edu Office Hours: Tuesdays-Thursdays 1:00 pm – 3:00 pm

Teaching Asst: Emily Schutz; schutz.31@osu.edu; office hours M/W 12:40-1:40, 3086 Derby Hall

Texts: Required readings for the course are compiled in a course reading packet. 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 African Americans.

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 theoretical and practical implications of stereotypes (6 pages, double-spaced, not including reference section)

Class Participation:
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.

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

*Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 to coordinate reasonable accommodations for students with documented disabilities.*

**Discussion Topics and Readings**

Tuesday, January 9  
**Introduction to the Course**

Thursday, January 11  
**I. Processing and Understanding Stereotypes**
- **Video:** “The Power and Psychology of Stereotypes”

Tuesday, January 16

Thursday, January 18  
**II. Priming, Activating, & Internalizing Stereotypes**

Tuesday, January 23

Thursday, January 25  
**III. The Face of Crime & Poverty in the Media**

Tuesday, January 30  
**IV. Racial Stereotypes in the News**
Thursday, February 1

Tuesday, February 6

Thursday, February 8

Tuesday, February 13

Thursday, February 15

- **Video:** “Chocolate News”
- **Video Clip:** “How High”

Tuesday, February 20

- **Video:** “The Boondocks”

Thursday, February 22

Tuesday, February 27
Thursday, March 1

- **Midterm Exam Review**

Tuesday, March 6

**MIDTERM**

Thursday, March 8

**VII. Gender Stereotypes**


**SPRING BREAK MARCH 12 - 16**

Tuesday, March 20

**VIII. Stereotypes Involving Sexual Orientation**


- Penaloza, 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, March 22

- **Video:** “Will & Grace”

Tuesday, March 27

**IX. Stereotypes in New Media**


Thursday, March 29


- **Video game:** “Grand Theft Auto”

Tuesday, April 3

**X. Complimentary Stereotypes and Counter-Stereotyping**


Thursday, April 5


Tuesday, April 10  

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


Thursday, April 12


Tuesday, April 17  

**XII. Social Comparisons and Stereotypes**


**FINAL PAPER DUE**

Thursday, April 19  

**XIII. Cultural Voyeurism & Stereotype Reduction**


**Final Exam Review**

**FINAL EXAM: Monday, April 30th @ 8:00 am – 9:45 am**