

AMRITA VISHWA VIDYAPEETHAM
AMRITAPURI CAMPUS
PhD-ENGLISH LANGUAGE AND LITERATURE
2024

24EN803

RACE AND MEDIA

4-0-0-4

Course Objectives:

To provide an understanding of the relationship between media and the social constructions of race and to develop a greater appreciation of the media's cultural influence in general.

Syllabus

UNIT 1: RACE AND MEDIA

Race and Media Relations - Media Studies – Image Analysis – Representation – Media Power – Politics of Representation

UNIT 2: REPRESENTING RACE

Racism and Mainstream Media – Lori Kido Lopez; Race, Culture, and Media – Anamika Saha; Racial Identity and Media Orientation: Exploring the nature of constraint – Jessica L Davis and Oscar H Gandy, Jr.

UNIT 3: VISUALISING RACE

Image Analysis and Televisual Latinos – Mary Beltrán; Visualizing Mixed Race and Genetics – Meshell Sturgis and Ralina L. Joseph; Digital Race/Racism – Anamika Saha

UNIT 4: COMMERCIALIZING RACE

Commodifying the Resistance: Wokeness, Whiteness and the Historical Persistence of Racism – Christopher P. Campbell; Calling out Racism for What It Is: Memes, BBQ Becky and the Oppositional Gaze – Jessica Maddox; The Burden of Representation in Asian American Television – Peter X Feng

References:

Campbell, Christopher, and Loren Saxton Coleman, editors. *Media, Myth, and Millennials: Critical Perspectives on Race and Culture*. Lexington Books, 2019.

L. Davis, Jessica, and Oscar H Gandy Jr. "Racial Identity and Media Orientation: Exploring the nature of constraint." *Journal of Black Studies*, vol.29, No.3, January 1999, pp. 367-397. Sage Publications Inc, <http://jbs.sagepub.com/content/29/3/367>

Lopez, Lori Kido, editor. *Race and Media: Critical Approaches*. NY UP, 2020.

Saha, Anamika, editor. *Race, Culture and Media*. SAGE Publications Ltd, 2021.

COURSE OUTCOMES

CO1	Acquire a greater understanding of our media culture through examination of various production, construction, and meaning-making processes.
CO2	Develop an awareness of, and sensitivity towards the various ways race impacts both media content and audience interpretations of media content.
CO3	Obtain a fundamental knowledge of the various issues and “dialogues” over media relationships to race.
CO4	Inculcate a greater appreciation of the media's cultural and socio-political influences.

EVALUATION PATTERN:

Internal – 50 marks

- Assignment 1 (25 marks)
- Assignment 2 (25 marks)

External – 50 marks

- Project (50 marks)