

COMM 326: Latinx Media Studies 4 Units

Fall 2022 – Tuesdays – 3:30-6:20

Section: 20522

Location: Annenberg 209

Instructor: Teresa Delfin, Ph.D.

Office: TBD

Office Hours: By appointment. Meetings available in person, via zoom, text, call, and Facetime.

Contact Info: tdelfin@usc.edu, 510.219.5554 (This is my cell; please text before calling)

Course Description

Latinx Media studies introduces students to critical analyses of media texts, industries, and technologies that shape the lives of Latinx communities in the United States. This course will consider the contributions of Latinx people as subjects, creators, consumers, critics, and scholars of media in the U.S. This is an interdisciplinary course that draws on history, rhetoric, visual anthropology, and communications.

Student Learning Outcomes

This course will consider the ways that Latinx people are and have been portrayed in media, how we consume media, and the roles we play as media creators. We will also learn from scholars, critics, and analysts of media by, for, and about our Latinx communities and will play these roles ourselves throughout the semester. By the end of the semester, students should be well acquainted with the history of Latinx people's portrayals on screen, radio, and more. We will also hone techniques of analysis that will make us both stronger critics, savvier consumers, and mindful creators.

Course Notes

Please consult Blackboard regularly. Blackboard is where you will take quizzes, submit assignments, check your grade, find links and downloads, and see updates to the syllabus.

Policies and Procedures

a. Additional Policies

Affect (pronounced with an "A" like in apple) is a category that is very important to cultural anthropologists and describes the ways emotions and moods are exhibited to those around us. You will be expected to be mindful of your affect among your peers, as this will be a highly collaborative class. This course is designed to accommodate many disabilities. For example, there are no timed exams and all quizzes are open-book. Nonetheless, students with disabilities are encouraged to meet with me early in the semester to discuss your authorized accommodation needs for this course.

b. Communication

All office hours for this class will be by appointment. You may email or text to make an appointment and office hours can be in person or via Zoom, phone, or Facetime. When texting, please be sure to give me your name and let me know which class you are texting about. Be sure to text to schedule a phone call. For pressing matters, text is most efficient and will receive a prompt response. Allow up to 3 days for email responses.

Technological Proficiency and Hardware/Software Required

As a media studies class, you will be expected to screen videos as part of your homework on a regular basis

Required Readings and Supplementary Materials

- **Reel Latinxs: Representation in U.S. Film and TV**
Frederick Luis Aldama & Christopher González
- **The Sound of Exclusion: NPR and the Latinx Public**
Christopher Chávez
- **Additional articles and other media will be linked on Blackboard**

Description and Assessment of Assignments

Weekly Quizzes:

Prior to each class meeting there will be a quiz based on the assigned reading. These quizzes will be on Blackboard and must be completed and submitted before the start of each class meeting.

Scholarly Article:

Each student will research and “assign” an approved scholarly article about Latinx media that focuses outside of film, television, and radio, as these topics are explored thoroughly in the assigned books. Possible themes might include:

- Afro-Latinx Representation
- Indigenous Representation
- Podcasts
- Music
- Comics
- Memes
- Print Media
- Social Media
- Stand-Up Comedy

All students will be required to read the article before class. The student selecting the article will give a 5 minute presentation, provide an example of the medium being discussed (video, audio, etc.), and will facilitate a discussion based on the five discussion questions they prepare. These questions are in addition to the ones described below. Each student must complete this assignment once during the semester.

Discussion Questions:

Three times during the semester, each student will be required to write 5 open-ended questions about the reading designed to encourage lively discussion. Details for how to successfully complete this assignment are on Blackboard.

Presentation: Rhetorical Analysis:

Your midterm assignment will be to choose a piece of media by or about the Latinx community and analyze it, making a case for the argument its creators make. You should consider how it is trying to persuade its audience,

what claims are being made, what it is appealing to, referencing, connecting to; what is it in conversation with. You will present both your media clip and your analysis in class. Details available on Blackboard.

Final Essay: Latinx Media Futurism:

Your final essay will make an argument for an intervention that is needed in Latinx Media Representation. Focus on one medium and if you can focus even more narrowly, that is preferred. For example, instead of just choosing TikTok, focus on non-binary Latinx TikTok creators. Details available on Blackboard.

Each assignment will include a detailed rubric explaining how grades will be assessed. Rubrics will be available on Blackboard. Don't hesitate to ask if you have questions about grades and assignments.

Breakdown of Grade

Attendance is expected and unexcused absences will result in a grade reduction. Each unexcused absence will result in a 5% reduction in your final grade.

| Assignment | Points | % of Grade |
|--|--------|-------------|
| Weekly Blackboard Quizzes Based on the Reading | | 20% |
| Scholarly Article Project | | 15% |
| Discussion Questions Based on Assigned Books (3 times) | | 15% |
| Presentation: Rhetorical Analysis of Media | | 20% |
| Final Essay: Latinx Media Futurism | | 30% |
| TOTAL | | 100% |

Grading Scale

| | | |
|----------------|----------------|----------------|
| 94 to 100%: A | 80% to 83%: B- | 67% to 69%: D+ |
| 90% to 93%: A- | 77% to 79%: C+ | 64% to 66%: D |
| 87% to 89%: B+ | 74% to 76%: C | 60% to 63%: D- |
| 84% to 86%: B | 70% to 73%: C- | 0% to 59%: F |

Grading Standards

| Letter Grade | Description |
|--------------|---|
| A | Excellent; demonstrates extraordinarily high achievement; comprehensive knowledge and understanding of subject matter; all expectations met and exceeded. |
| B | Good; moderately broad knowledge and understanding of subject matter; explicitly or implicitly demonstrates good, if not thorough understanding; only minor substantive shortcomings. |

| | |
|----------|---|
| C | Satisfactory/Fair; reasonable knowledge and understanding of subject matter; most expectations are met; despite any shortcomings, demonstrates basic level of understanding. |
| D | Marginal; minimal knowledge and understanding of subject matter; more than one significant shortcoming; deficiencies indicate only the most rudimentary level of understanding. |
| F | Failing; unacceptably low level of knowledge and understanding of subject matter; deficiencies indicate lack of understanding. |

Grading Timeline

Grading Timeframe and Missing or Inaccurate Score Inquiries/Disputes

For effective learning, students should receive timely feedback on assignments and exams. Therefore, every attempt will be made to grade assignments/exams and post grades within two weeks. Scores for all assignments and exams are regularly updated on Blackboard. You are responsible for notifying the Instructor **within one (1) week** of a score posting if you think a score is missing or inaccurate. Moreover, you only have this period of time to contest a score on an assignment/exam. If you fail to inquire/notify us of any discrepancy, missing score, or contest a score within one week of the date the score is posted, no further changes will be made.

Assignment Submission Policy

- A. All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F.
- B. Assignments must be submitted via Blackboard

Add/Drop Dates for Session 001 (15 weeks: 8/22/22 – 12/2/22)

Link: <https://classes.usc.edu/term-20223/calendar/>

Friday, September 9: Last day to register and add classes for Session 001

Friday, September 9: Last day to drop a class without a mark of “W,” except for Monday-only classes, and receive a refund for Session 001

Friday, September 9: Last day to change enrollment option to audit for Session 001

Friday, September 9: Last day to change a Pass/No Pass to a letter grade for Session 001

Friday, September 9: Last day to purchase or waive tuition refund insurance for fall

Tuesday, September 13: Last day to add or drop a Monday-only class without a mark of “W” and receive a refund or change to Pass/No Pass or Audit for Session 001

Friday, October 7: Last day to drop a course without a mark of “W” on the transcript for Session 001. Mark of “W” will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, November 11: Last day to drop a class with a mark of “W” for Session 001

Course Schedule: A Weekly Breakdown

Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.

| | |
|------------------|--|
| Week 1 8/23 | Introduction to Latinx Media Studies Overview of concepts including Latinx, Machismo, etc. |
| Week 2 8/30 | Read: RL Ch. 1 "Reel Markers of Latinidad" Check Blackboard for up-to-date assignments |
| Week 3 9/6 | Read: RL Ch. 2 "Yesterday's and Today's Reel Bad Hombres" Check Blackboard for up-to-date assignments |
| Week 4 9/13 | Read: RL Ch. 3 "Laughing Matters" Check Blackboard for up-to-date assignments |
| Week 5 9/20 | Read: RL Ch. 4 "Pixelated and Reel Latinx Niños, Teens, and More" Check Blackboard for up-to-date assignments |
| Week 6 9/27 | Read: RL Ch. 5 "Let's Talk Gender and Sexuality" Check Blackboard for up-to-date assignments |
| Week 7 10/4 | Read: RL Ch. 6 "Latinxs in Reel Speculative Spaces" Check Blackboard for up-to-date assignments |
| Week 8 10/11 | Read: RL Coda "It's a Latinx Wrap" Check Blackboard for up-to-date assignments |
| Week 9 10/18 | In-Class Midterm Presentations |
| Week 10 10/25 | Read: NPR Ch. 2 "NPR's Pursuit of the Ideal Latinx Listener" Check Blackboard for up-to-date assignments |
| Week 11 11/1 | Read: NPR Ch. 2 "Whose is the Voice of the American Public?" Check Blackboard for up-to-date assignments |
| Week 12 11/8 | Read: NPR Ch. 3 "Latino USA" Check Blackboard for up-to-date assignments |
| Week 13 11/15 | Read: NPR Ch. 4 "Radio Ambulante" Check Blackboard for up-to-date assignments |
| Week 14 11/22 | Read: NPR Ch. 5 "Alt.Latino" Check Blackboard for up-to-date assignments |
| Week 15 11/29 | Read: NPR Ch. 6 "Reimagining NPR in a Post-White America" Check Blackboard for up-to-date assignments |
| 12/3-12/6 | Study Days |
| Final | Final Paper due on Blackboard by 11:59pm on 12/13/22 |

Statement on Academic Conduct and Support Systems

a. Academic Conduct

Plagiarism

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in [SCampus](#) in Part B, Section 11, “[Behavior Violating University Standards](#).” Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

The School of Communication maintains a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the Office of Student Judicial Affairs and Community Standards and may be dismissed from the School of Communication. There are no exceptions to the school’s policy.

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course, without approval of the instructor.

b. Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call

studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298

equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services - (213) 740-0776

osas.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

uscsa.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.

Annenberg Student Success Fund

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.