This course examines the production, representations and cultural meaning of Latino Media in the U.S. In particular, this course focuses on the culture of production of television, radio, film, advertising, newspapers and magazines. This course will provide a general survey of Latino media in the U.S. based on a critical investigation of theories of production, representation and popular culture. We will examine media organizations and their participants in their role in shaping popular culture. We will also reflect on the impact of Latino media production on identity formation as a mode of revealing and reproducing ideology and political struggle.

This is an upper-level inter-disciplinary course that draws on readings in cultural economy, political economy, cultural studies, history and sociology. Reading and writing requirements for this course are demanding. You will also be asked to watch films and/or videos outside of class in addition to the readings.

**Required Texts**
These are available at the NYU bookstore and most on-line booksellers.

**Books:**

**Articles:**
Other required readings will be available on Blackboard (noted on the Schedule as Bb).
Video materials:
There will be required A/V materials for you to listen to/watch prior to coming to class. These will be made available on the web or through blackboard, when possible; or they will require that you to listen/watch them in the Avery Fisher Center at the Bobst Library.

### EXPECTATIONS & GRADING

**Class Participation = 15%**
- You are expected to complete the assigned reading before each class and actively participate in all class discussions.
- Your participation grade is based on presence and punctuality, and quantity and quality of in-class participation. You are expected to come to class prepared and to discuss the readings and audio/visual assignments critically.

**3 Short Papers = 30%**
- You will be required to write three short papers on the separate sections of the course (identity, production and representations). These three papers will be guided critiques on Latino media institutions and their participants and the kind of representations that they produce. In these papers you should show an in-depth involvement with the issues addressed, and the capacity for building your reflections upon the readings.
- Papers should be typed, double-spaced, stapled and 4-6 pages in length.
- If you want to email me your papers, you need to do it before 1:00 pm on the day they are due.
- Due Dates:
  - Paper 1: Sept 26
  - Paper 2: Oct. 29
  - Paper 3: Nov. 21

**Midterm Exam 20%**
- Exam: Oct. 17

**Final Paper / Project = 30%**
- The final paper will be a case of study of a Latino media institution or organization.
- I need to approve your final project, and for that reason you need to make an appointment to talk about it with me before Nov 7, 2007.
- You will need to write a 2 to 3 page proposal of your final project by Nov. 28, 2007.
- The final papers should be typed, double-space, stapled and 15-20 pages long.
- Due date: Dec. 18
- I recommend that you purchase at least one style manual which will help to improve the organization and composition of your written work, and help ensure proper citation of sources. There is handy edition that you can carry by Hacker, D. (2004). *A pocket style manual*. Boston, New York: Bedford/ San Martin’s.
Journal 5%
- Every Monday, you need to submit a written *journal* with reflections about the class’s dynamics, your doubts or suggestions, as well as reflections about your own performance as a student and your academic interests. This journal can be hand-written with a length of a paragraph or half a page.

Students with disabilities
- Students with special needs, either with physical and/or learning disabilities, should register with the Moses Center for Students with Disabilities at 212-998=4980, 240 Greene street, www.nyu.edu/csd.

Religious observances
- Students with religious observances that may interfere with the class schedule need to see me at the beginning of the semester to talk about your schedule.

Academic dishonesty and plagiarism
- “Academic integrity is the guiding principle for all that you do [...] you violate the principle when you: cheat on an exam; submit the same work for two different courses without prior permission from your professors; receive help on a take home courses without prior permission from your professors; or plagiarize. You plagiarize when, without proper attribution, you do any of the following: copy verbatim from a book, article, or others media, download documents from the Internet; purchase documents; paraphrase or restate someone else’s facts, analysis, and/or conclusions” (See School of Education Bulletin, 2004-6, p. 174)
- Cheating or plagiarism will not be tolerated under any circumstance and will result in a failure of the assignment and possible failure of this class

Grading
- Late papers and assignments will be graded down 5 points for every day late. Papers and assignments will not be considered once they are more than 5 days late and will automatically result in a grade of F (0%).
- Participation in class is required, based on the completion of readings / video assignments before class. Your grade will decrease by a full point for every two classes you miss (i.e. from B to B-). You must notify me in advance if you are going to miss a class or a deadline, and you will need a legitimate excuse.

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**SCHEDULE**

About changes in schedule, reading or assignments
This syllabus is a guide but it is not a fixed document. Changes in the schedule, readings or assignments may occur along the way given the specific needs of this semester’s class and students. These changes may be inevitable, but you will be properly notified in advance in case any changes are needed.
# WEEK I:

## Introductions

**Wed. Sep. 5**

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# WEEK II.

## Mon. Sep. 10: Identity and the politics of labeling (1)


Ch. Race and ethnicity definitions and issues (1-24)


**Recommended:**


Ch. 3, Alex Stepick and Carol Dutton Stepick. “Power and identity: Miami Cubans” (75-92).

## Wed. Sep. 12: Defining Latinidad (2)


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# WEEK III.

## Mon. Sep. 17: Sociology of culture


Ch. 1 “The field of cultural production, or: the economic world reversed” (29-73).

**Recommended:**


## Wed. Sep. 19: Cultural economy approach


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Latino Media – Syllabus Fall 2007
Recommended:

**WEEK IV.**

**Mon. Sep. 24: Hispanic market (1)**
- Introduction (1-22).
- Ch. 1 “Don’t panic I am Hispanic” (23-55).

**Wed. Sep. 26: Hispanic market (2)**
- Ch. 2 “Knowledges: facts and fictions of people as a market” (56-87).

*First short paper due: Sept. 26*

**WEEK V.**

**Mon. Oct. 1: Latinos and media: an overview**
- Chon Noriega “Latino advocacy: the numbers game” (99- 103).

**Wed. Oct. 3: Spanish language media or medios hispanos**
- Ch. 3 “History of the Hispanic audience” (26-44).
- Ch. 4 “Commercial ethnicity” (46-71).

*Recommended*
- Ch. 1 “Demographics of the speaking Spanish population” (5-12).
- Ch. 2 “Hispanic buying power and spending patterns” (13-20).

**WEEK VI.**

**Wed. Oct. 8: No class**

**Wed. Oct. 10: Spanish language newspapers and radio**
- Ch. 1 “U.S. Spanish language newspapers” (13-25).
**WEEK VII.**

**Mon. Oct. 15: Spanish language television (1)**


Ch. 5 “Nationhood, nationalism and ethnicity in the making of U.S. Latino news” (75-106).


**Recommended:**


Ch. 4 “The wealthiest Hispanics in the world” (92-120).

Bb: Nuñez, L. (2006). *Spanish language media after the Univision – Hispanic Broadcasting*

Ch. 4 “The availability of Spanish-language programming” (21-27).

**Wed. Oct. 17: Spanish language television (2)**


Ch. 5 “Language and culture in the media battlefront” (153-180).

**Midterm Exam: Oct. 17 2007**

**WEEK VIII.**

**Mon. Oct. 22: Latino television (1)**


Ch. 2 “Setting the stage, social movements the stage and the mass media” (16-28).

**Wed. Oct. 24: Latino television (2)**


Ch. 4. “Regulating Chico the irony of approaching a state supported industry” (51-74).

Ch. 5. “Grasping at the public airwaves” (75-100).

**WEEK IX.**

**Mon. Oct. 29: Film (1)**


Ch. 6 “Training the activist to shoot straight” (100-131).

Ch. 7 “Our own institutions” (132-165).

**Second Short Paper due: October 29, 07**

**Wed. Oct. 31: Film (2)**

Ch. 11 Lillian Jiménez “From the margins to the center: Puerto Rican Cinema in New York” (188-199).
Ch. 12 Liz Kotz “Unofficial stories: documentaries by Latinas and Latin American women” (200-213).

**WEEK X.**

**Mon. Nov. 5: Popular culture (1)**
Ch. Debora Vargas “Bidi bidi bom bom: Selena and the Tejano music in the making of Tejas” (117-126).
Ch. Raquel Rivera “Hip hop and New York Puerto Ricans” (127-146).

**Wed. Nov. 7: Popular culture (2)**
Ch. Adrian Burgos “Learning America’s other game: baseball, race, and the study of Latinos” (225-239).
Ch. Christopher Shin “Fútbol nation: U.S. Latinos and the goal of a homeland” (240-251).

**WEEK XI.**

**Mon. Nov. 12: Representations and the media**
Chap 1 Categorizing the other 13-37.

**Wed. Nov. 14: Stereotyping**
Ch. 2 Stereotypes in Film 38- 65.

**WEEK XII.**

**Mon. Nov. 19: Classical Hollywood cinema**
Ch. 3 A crash course on Hollywood’s Latino imagery 66-86.

**Wed. Nov. 21: Hollywood cinema**
Ch. 8 Richie Pérez “From assimilation to annihilation Puerto Rican images in U.S. films” 142-163.
Third short paper due: Nov. 21, 2007

WEEK XIII.

Mon. Nov. 26: Representations on television (1)
   Ch. Latinos on television and in the news absent or misrepresented 13-20.
   Ch.1 National Council of La Raza “Out of the picture: Hispanics in the media” 21-35
   Ch. 3 Robert Lichter and Daniel Amundson “Distorted reality Hispanic characters in TV
   Entertainment” 57-72.

Recommended
   Ch. 2 Jorge Quiroga “Hispanic voices: Is the press listening?” 36-56.

Wed. Nov. 28: Representations in Spanish language television (2)
Bb: Glascock, J. and T. Ruggiero (2004). Representation of class and gender in prime time Spanish-
   television commercials. *Journalism and Mass Communication Quarterly*, 77, 128 - 142

Recommended:
Bb: Aguirre, A. and Bustamante, D. (1993). Critical notes regarding the dislocation of Chicanos by the

Final project proposal due: Nov. 28, 2007

WEEK XIV.

Mon. Dec. 3: The press
Bb: Zazueta, K. (2004). Latina magazine and the invocation of a panethic family: Latino identity as it is

Wed. Dec. 5: The advertising industry
   CA: University of California Press.
   Ch. 3 “Producing images for the market” 88-125
   Ch. 4 “Screening the image” 126 - 152

WEEK XV.

Mon. Dec. 10: Reception (1)
   Angeles, CA: UCLA Chicano Studies Research Center
   Ch. DeSipio et al., “Talking back to television” (59-98).
   Communication Review*, 7, 125-153.

Wed. Dec. 12: Reception (2)

*Final Paper due date December 18, 2007*