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:

COURSE OUTCOMES

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<tr>
<th>CO1</th>
<th>Acquire a greater understanding of our media culture through examination of various production, construction, and meaning-making processes.</th>
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<td>CO2</td>
<td>Develop an awareness of, and sensitivity towards the various ways race impacts both media content and audience interpretations of media content.</td>
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<td>CO3</td>
<td>Obtain a fundamental knowledge of the various issues and &quot;dialogues&quot; over media relationships to race.</td>
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<td>CO4</td>
<td>Inculcate a greater appreciation of the media's cultural and socio-political influences.</td>
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EVALUATION PATTERN:

Internal – 50 marks

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

External – 50 marks

- Project (50 marks)