

SOC 286/Spring 2013

Race in the Media

Due May 2

50 points

As we will discuss in class, media shape the ways in which we see and experience race and ethnicity. This paper will give you the chance to analyze a specific set of media for the ways in which people of a particular ethnic or racial group are depicted. In your analysis, you should pay attention to both editorial and advertising content. Your paper should make some sort of argument; places to start are thinking about how and why the media depictions look as they do or how the media affects other aspects of social life. However, be careful not to generalize beyond the media that you are reviewing. You should also think about questions for further research that your media generate.

You will turn in a Race in the Media paper plan to Canvas by **January 31**. In your plan, you should specify what media (see list below), you will analyze. I will be working to ensure that a diverse set of media sources are represented in the class, and you are expected to have done some research prior to February 12 (the class date on the media). On **February 12**, you can expect to be asked to speak informally for a minute or two about your preliminary findings.

Along with your paper, you must submit a few examples that you will discuss. If you are using print media, you will submit copies of articles, images, or advertisements. If you are using visual media, you will submit plot summaries or descriptions of ads. All media must be in English. Media should be dated between January 1 and April 30, 2013.

(OVER)

Acceptable media choices include:

- A DAILY newspaper for five or more days, including at least one weekend
- Five different DAILY newspapers from the same day
- A WEEKLY newspaper or newsmagazine for three weeks
- Three different WEEKLY newspapers or newsmagazines from the same week
- Three different MONTHLY magazines for the same month (men's, women's, fashion, home & garden, food, bridal, hobby, etc.)
- DAILY NETWORK newscast for five days (morning, evening, or nightly news)
- Three different NETWORK newsmagazines for the same week
- Three different NETWORK sitcom, children's, drama, or reality TV shows; all three must be the same general genre

If you would like to do something that is not included above, please speak to me as soon as possible. Depending on the plan, I may approve it.

**The mechanics:**

- Your paper should be 4-6 pages long.
- Must be typed, double-spaced, 12 point font, 1 or 1.5 inch margins.
- Please spell-check and read over your work before turning it in. No more than two spelling or grammatical errors per page.
- Keep a back-up copy of your work so you do not lose it.
- Include in-text citations and a reference page when appropriate (this means your reference page should have an APA formatted entry for the article, the textbook, and any other references you use). You should follow APA format. More information on APA format can be found at the [OWL @ Purdue](#).
- All written work is due on Instructure Canvas by the start of class on the day it is due. No late work will be accepted or accepted elsewhere.
- Double-check to make sure your work uploads correctly.

**Assignment adopted from:**

Arthur, Mikaila Mariel Lemonik. 2007. "Racial and Ethnic Relations." Pp. 324-327 in *Teaching Race and Ethnic Relations*, edited by D. Cunnigen. 5<sup>th</sup> ed. Washington, DC: American Sociological Association.