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/to watch them in the Avery Fisher Center at the Bobst Library.

**EXPECTATIONS & GRADING**

**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. These entries can be handwritten and should be about half a page long.

**Class Participation = 15%**
- You are expected to complete the assigned reading before each class and to participate actively in all class discussions.
- Your participation grade is based on presence, punctuality, 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.

**Written responses = 20%**
• You are expected to write a critical response to the readings assigned for the class. At the end of the semester you should have written a total of ten responses for the reading assigned on ten different class days. You can choose freely which classes you are interested in writing a response to; however the due date of the submission will be the very day on which the class is given. You must turn in your response before we discuss the text in class.

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:
  o Paper 1: February 12th
  o Paper 2: March 12th
  o Paper 3: April 16th

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 April 21, 2010
• The final papers should be typed, double-space, stapled and 12-15 pages long.
• Due date: May 10, 2010
• 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 a handy edition that you can carry by Hacker, D. (2004). A pocket style manual. Boston, New York: Bedford/ St. Martin’s.

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 accepted 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.

### 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 necessary.

#### WEEK I.

**Monday January 18: Labor Day**

No classes

**Wed. January 20: Introduction**

Introduction to the class

#### WEEK II.

**Mon. Jan. 25: Identity and the politics of labeling (1)**


Ch. 1: George Sanchez. “Y tú, ¿qué?” (Y2K): Latino history in the new millennium (45-58)

Movie: *Latin Beat*

**Recommended:**


Ch. 2: Juan Flores. Island enclaves: Caribbean Latinos in historical perspective. (59-74)

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

**Wed. Jan. 27: Defining Latinidad (2)**


**Recommended:**


Ch. Introduction pp. (1-30)
WEEK III.
Mon. Feb. 1: Hispanic market (1)
   Introduction (1-22).
   Ch. 1: Don’t panic I am Hispanic. (23-55).

Wed. Feb. 3: Hispanic market (2)
   Ch. 2: Knowledges: facts and fictions of people as a market. (56-87).
   Movie: *The salt of the earth*

WEEK IV.
Mon. Feb. 8: Spanish language newspapers
   Ch. 1: U.S. Spanish language newspapers. (13-25).
   Ch. 6: Local Latino News: Miami and Los Angeles (107-130)
   Episode: *Noticiero Univision, Telemundo and Azteca America*

Wed. Feb. 10: Spanish language radio
   Ch. 6 The origins of Latino Radio in the United States: The brokerage system. (129-147)

First short paper “Defining Latinidad and the Hispanic market” due: February 12, 2010

WEEK V.
Mon. Feb. 15: Presidents Day

Wed. Feb. 17: Spanish language TV (1): the building of an audience
   Ch. 3: History of the Hispanic audience. (26-44)
   Ch. 4: Commercial ethnicity. (46-71)

WEEK VI.
   Ch. 5 “Nationhood, nationalism and ethnicity in the making of U.S. Latino news” (75-106).
   Ch. 5: Language and culture in the media battlefront. (153-180).

  ✓ Episode: Telenovela

Recommended
Bb: The centrality of telenovelas in Latin America’s everyday life: Past tendencies, current knowledge and future research. Global Media. 5, 359

WEEK VII.
Mon. March 1: Media and the surge of the Chicano movement
Video: *I am Joaquin*

Wed. March 3: Chicanos and the broadcasting industry
Ch. 4: Regulating Chico (51-74)
Episode: *The sell outs/Los vendidos*

WEEK VIII.
Mon. March 8: Chico and the Man: is this Chicano television?
Episode: *Chico and the man*

Wed. March 10: The Puerto Rican cinema
   Ch. 11: Lillian Jiménez. From the margins to the center: Puerto Rican Cinema in New York. (188-199).
Movie: *La operación*

Second Short Paper due: Spanish-language media institutions March 12, 2010

WEEK IX.
Mon. March 15: Spring break
Mon. March 17: Spring break

WEEK X.
Mon. March 22: Popular culture (1)
   Ch. 3: Tanya Kateri Hernández “The Buena Vista Social Club: The racial politics of nostalgia” (61-72).
   Ch. 7: Debora Vargas. Bidi bidi bom bom: Selena and the Tejano music in the making of Tejas. (117-126).
Movie: Selena

**Wed. March 24: Popular culture (2)**
Ch. 15: Christopher Shin. Fútbol nation: U.S. Latinos and the goal of a homeland. (240-251).
Ch. 16: Gregory Rodriguez. Boxing and masculinity. The history of and (her) story of Oscar de la Hoya. (252-268)

**WEEK XI.**

**Mon. March 29: Representations and the media**
Ch. 2: Stereotypes in Film (38-65)
Ch. 3: A crash course on Hollywood’s Latino imagery (66-86)
Movie: The Bronze screen

**Wed. March 31: Classical Hollywood Cinema**
Ch. 8 Richie Pérez. From assimilation to annihilation Puerto Rican images in U.S. films. (142-163)
Movie: West Side story

**WEEK XII.**

**Mon. April 5: Representations in Latino film 1**
Movies: El Norte and Zoot Suit

**Wed. April 7: Representations in Latino film 2: Narratives of family**
Movies: My family/Mi familia

**WEEK XIII.**

**Mon. April 12: Representations in Latino film 3: The feminine figure**
Wed. April 14: Representations in Latino film 4: Latinidad feminista (2)
Movie: *Real women have curves* and *Girlfight*

Third short paper due: April 16, 2010

WEEK XIV.
Mon. April 19: The advertising industry
Ch. 3: Producing images for the market. (88-125)
Ch. 4: Screening the image. (126 – 152)

Wed. April 21: Representations on television
Episode: *Ugly Betty*

WEEK XV.
Mon. April 26: The press and magazines

Wed. April 28: TV reception

Recommended
Ch. DeSipio et al., Talking back to television (59-98).

WEEK XVI.
Mon. May 3: Projects presentations
Students present their final projects on Latino Media

Final Paper due date May 10, 2010