

MEJO 443: Latino/a Media Studies

UNC School of Media and Journalism

Tuesdays & Thursdays: 11:00 a.m. – 12:15 p.m.

253 Carroll Hall

Spring 2017

Instructor: Pablo Miño

Master's student – Strategic Communication

University of North Carolina at Chapel Hill

Email: pabloamn@live.unc.edu

Office Hours: Tuesdays & Thursdays 10 a.m. – 11 a.m. or by appointment

Description

Welcome to “Latino/a Media Studies.” This semester, we will cover two different but important topics: Hispanic media in the United States and the different media and communication systems of several Latin American countries. As a conceptual and discussion-based class, its primary objective is to enhance your critical thinking and cultural understanding regarding a specific population and region of the world. Please note that during this course I will use the terms “Hispanic” and “Latino/a” interchangeably.

The first half of the semester we will jointly study the growing Latino/a population in the United States and its relationship with media—being portrayed in it and also as consumers of it. Our objective will be to learn how we, as communicators, can work to better serve this population—either as a journalist, advertiser, visual communicator, public relations practitioner or strategic communicator.

In the second half of the semester, we will analyze the Latin American region and learn the similarities and differences between the different media and communication systems within it. We will specifically learn how different disciplines, such as journalism, public relations and advertising, have developed in these countries.

This document sets the schedule, but specific changes may occur during the semester. We will respond to changes as necessary, and **I reserve the right to amend this document and assignments as needed.** Any changes will be made with advance notice to you.

Learning goals

First half of the semester

- Review the main concepts related to Latino/a studies: immigration, history and race.
- Examine current media portrayal of Hispanics in the United States' general market media.
- Study the development of Hispanic-oriented news outlets in the United States.
- Analyze the media consumption patterns of Latino/as in the United States and explore the way in which they use media content and technologies.
- Explore the insights that have driven the advertising and marketing campaigns designed to reach the Hispanic population in the United States.

Second half of the semester

- Learn about the communication systems in Latin American countries, and how each media system reflects each nation's economics, politics and culture.
- Learn about country case studies related to media and communication. These case studies will be related to news media outlets, advertising or public relations campaigns, and freedom of the press, among others.
- Evaluate how Latin American nations have developed persuasive campaigns to promote themselves and their nation brands particularly in the United States.

Readings

Required book chapters, articles, and videos will be posted to Sakai. I will post each week's readings one week in advance to give you time to read and thoroughly analyze the content. I will also post certain key questions to guide you on your readings and take notes. Please answer these and bring them to class for our discussions.

Laptop policy

The use of laptops is not allowed in class. I make this request because when everyone has a laptop open, it is difficult to see faces and engage each other interpersonally. I encourage you to take hand-written notes with your comments from the readings and bring them to class. If you prefer to take notes on your laptop, that's fine too but please remember to print them out and bring them to class.

Course grade and assignments

Peer-reviewed article review: 15%

Each student will select a peer-reviewed article from an academic journal (written in 2005 or later and at least 10 pages) relevant to his or her area of interest within communication and with a focus either on Latino/a studies or Latin American studies, and write a 750-word (minimum) review of the article. The review should summarize the content of the article and highlight some of its key lessons for someone entering the field of communication. Reviews will be shared with the class. (Note: Please include a word count with your assignment.)

Peer-reviewed article review due date: February 09

Industry Paper: 20%

Each student will select a company related to his or her area of interest within communication and related to either Latino/a issues or Latin American issues, and write a 1,000-word (minimum) paper summarizing the company's activities, professional standards, and challenges. Summaries will be shared with the class. Company selection must be approved by the instructor. (Note: Please include a word count with your assignment.)

Industry Paper due date: March 02

Final group project: 30% (20% for the paper, 10% for the presentation to the class)

For the final group project, the class will be organized in groups of 3 by certain areas of interest or specialty. You will get to choose in which group you want to be (journalism, political communication/media studies, advertising, or public relations).

Each group will select one issue or topic currently of interest in their area of specialization and write a research paper of 15 pages using secondary sources to research its history and context. Students will need to also gather additional information with primary sources related to their topic as appropriate (for example, you and your group could conduct interviews with groups of Latino/as, journalists in charge of covering news of Latin America, advertising agencies that have developed campaigns aimed at Latino/as, etc.).

At the end of the semester, each group will present in 20 minutes the results of their research to the class. Besides the research paper, each group will be graded for creatively presenting their results to the class—maybe through a video, a website, or a podcast.

Each group will receive feedback on its topic at least twice during the semester: by mid-February and then after Spring break. However, students are strongly encouraged to set up appointments to discuss sources of information, focus of the project, and format of the presentation, among others. We will discuss more about this final project in class.

Research paper due date: April 20

Presentation dates: April 20 and April 25

Collectively the writing assignments for this class total 12 pages.

Final quiz: 20%

This final quiz will be cumulative and will consider all the readings and lectures covered in the semester. It will also include questions related to your classmates' final group presentations. Please bring a scantron sheet for this final test.

Final quiz date: May 02

Class participation: 15%

I take your participation in this class very seriously. This course will be conducted as a seminar, and the active participation of all class members is required. Each student will be expected to read assigned materials, attend class meetings, and actively participate in them. However, I also understand that "life happens" so you **may miss two class sessions** without being penalized. Please save such sessions for emergencies. To avoid being penalized for a third absence, you will need to provide official documentation.

This chart explains how the participation points will be awarded per week:

1: Precise, well-reasoned point of view, with citation or reference to course material or relevant current events; Supports position or question with factual information from course material.
0.5: Offers relevant and interesting comment or question, with reference to course material.
0: Does not participate, does not actively engage.

Grades

Though grades are not negotiable, I give serious consideration to students' concerns about grades. If you have questions about a particular grade, you will need to talk to me within a week of receiving the grade. If you dispute a grade, you will need to submit a written complaint also within a week of receiving the grade.

Formatting and Writing Expectations

Follow these formatting requirements for all your written assignments. Documents not meeting these standards will not be accepted and are considered late until corrected.

Font	Size	Page Margins	Page Numbers	Name	Submissions	Lines
Calibri	12	1 inch all sides	All text pages	Header	Sakai	Double Spaced

Please note that all documents and assignments need to follow APA style rules for formatting, headers and page numbers, headings and subheadings, in-text citations, and bibliography. Here you can find [more detailed information on APA style rules here](#).

Topics to be covered per class

Date	Topic
01/12	Introduction to the class: Welcome to Latino/a Media Studies!
01/17	DEMOGRAPHICS: Latino/as in the United States: Who are they?
01/19	DEMOGRAPHICS: How did the Latino/a population managed to become the largest minority in the United States?
01/24	MEDIA STEREOTYPES: How TV and the cultural industries have traditionally portrayed Latino/as? GUEST SPEAKER: Stephanie Willen Brown, Director of the Park Library
01/26	MEDIA STEREOTYPES: How Hollywood has traditionally portrayed Latino/as?
01/31	NEWS COVERAGE OF HISPANICS: How mainstream media has traditionally portrayed Latino/as? Deadline to submit the name of the book that each student will review
02/02	NEWS COVERAGE OF HISPANICS: How mainstream media has traditionally portrayed Latino/as?
02/07	NEWS COVERAGE OF HISPANICS: How mainstream media has traditionally portrayed Latino/as?
02/09	HISPANIC MEDIA DEVELOPMENT: Which were the main sources of information of the Latino/a population in the United States from the 60s until the 90s? Book review assignment due
02/14	HISPANIC MEDIA DEVELOPMENT: Which are the main current sources of information of the Hispanic population in the United States? Deadline to submit the name of the company that each student will profile
02/16	HISPANIC MEDIA DEVELOPMENT: How does the news industry currently target the Hispanic population in the United States?
02/21	GUEST SPEAKER: Journalist from a news outlet targeted to Latino/as - TBD
02/23	Working on our final group project
02/28	ADVERTISING TO HISPANICS: How does the advertising industry currently target the Latino/a population in the United States?
03/02	ADVERTISING TO HISPANICS: How do Latinos use social media? Industry profile due
03/07	ADVERTISING TO HISPANICS: How brands have taken advantage of Latino/as usage of social media in their advertising campaigns?
03/09	GUEST SPEAKER: Marta Insua, VP of Strategic Insights at Alma Advertising Deadline to submit the proposal of the final group project
03/14	SPRING BREAK
03/16	SPRING BREAK
03/21	Overview of the region: Latin America and the Caribbean, and its relations with the U.S.
03/23	Overview of the mass media systems in Latin America

03/28	GUEST SPEAKER: Journalist or editor from a news outlet in Latin America - TBD
03/30	Case studies per country
04/04	Case studies per country
04/06	Overview of the strategic communication efforts abroad of Latin American countries
04/11	GUEST SPEAKER: Yazmine Esparza, Public Relations Consultant at Edelman Miami
04/13	Case studies per country
04/18	Case studies per country
04/20	Presentations of the final projects <i>Final group research paper due</i>
04/25	Presentations of the final projects
04/27	Summary of the course and the most relevant concepts learned
05/02	<i>Final exam</i>

Evaluation Scale

The final course grade will be calculated using the following scale:

A	=	93-100
A-	=	90-92
B+	=	87-89
B	=	83-86
B-	=	80-82
C+	=	77-79
C	=	73-76
C-	=	70-72
D+	=	67-69
D	=	60-66
F	=	59 or below

Honor Code

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2015-2016 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

ACEJMC Core Values and Competencies

The School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>
<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML - vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies. Specifically, this course is designed to help you

- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Apply basic numerical and statistical concepts
- Apply tools and technologies appropriate for the communications professions in which they work

About your instructor

Writing, knowing other cultures, learning languages, and exploring new regions of the world were some of the motivations that led me to pursue a career in journalism. I graduated from college in 2011 and after that I started working as a reporter and social media manager for *Emol*, an online news outlet from my home country, Chile.

Then I switched to public relations. In 2013, I was offered a position at *ProChile*, a Chilean government institution in charge of promoting the image of the country abroad. For them I handled daily relations with strategic communications firms in Canada, the United States of America, Mexico, Costa Rica, Colombia, Spain, France, and Belgium to plan and execute media events, handle crisis communications and monitor press coverage related to Chilean exports, tourism and foreign investment in the country. This experience allowed me to keep honing my communication skills and also knowing different countries, learning new languages, and meeting interesting people with a different cultural background.

In 2015, I left my job at *ProChile* to come to UNC-Chapel Hill with a Fulbright scholarship to pursue my master's degree in the School of Media and Journalism. I am on the strategic communication track and I've spent my time here studying topics such as nation brands, global public relations, marketing, advertising, and Latin American studies.

During this semester, I hope to bring all my different experiences to the classroom—as a journalist and then as a strategic communicator. I really hope that you learn as much as you can this semester, introducing yourself to a different—and also growing—population and region of the world.