

The final course grade will be based on the following distribution:

| | |
|-------------------------------|-----|
| Class participation | 10% |
| Bi-weekly oral presentations | 10% |
| Take Home Midterm (5-7 pages) | 25% |
| Prospectus for paper | 5 % |
| Term Paper (10 pages) | 30% |
| Take Home Final | 20% |

You must complete ALL of these assignments in order to pass the class. **Failure to complete one of them will result not only in an F for that assignment, but a failing grade in the course.**

Course Grading Policy:

Grades will be assigned as follows:

| | |
|--------------|--|
| A | outstanding, thoughtful and insightful work and analysis, showing an ability to think beyond the basic course material |
| A-/B+ | above average work, demonstrating effort and keen understanding of conceptual ideas |
| B/B- | average work, needs improvement on ideas and argument |
| C+/C | shows little effort, lacks clarity and/or argument |
| C- and below | fulfilling the bare minimum and showing little understanding of the material |

Each assignment will be worth 100 points and will be converted to a percentage score depending upon the weight assigned to each. Your percentage scores on the assignments will be totaled and translated to a letter grade as per the scale shown below:

| | | | |
|----|----------|----|---------|
| A | = 100-95 | C | = 76-74 |
| A- | = 93-90 | C- | = 73-70 |
| B+ | = 89-87 | D+ | = 69-67 |
| B | = 86-84 | D | = 66-64 |
| B- | = 83-80 | D- | = 63-60 |
| C+ | = 79-77 | F | = 59-00 |

If you have concerns regarding a grade on a given assignment, you must appeal it in writing, stating the reasons why you feel the grade is inaccurate, within 48 hours of receiving the graded assignment. No late appeals will be accepted for review.

Academic Integrity:

When taking this class, you enter into a contract that states that all the work you are turning in is your own and no one else's, and that you have not turned in any work for which you have received credit in another class. Do not take this policy lightly!

The School of Communication is committed to the highest standards of academic excellence and ethical support. It endorses and acts on the SCampus policies and procedures detailed in the section titled "University Sanction Guidelines." These policies, procedures and guidelines will be assiduously upheld. They protect your rights, as well as those of the faculty. It is particularly important that you be aware of and avoid plagiarism, cheating on exams, submitting a paper to more than one professor, or submitting a paper authored by anyone other than yourself. Violations of this policy will result in a failing grade in the course, and be reported to the Office of Student Conduct. If you have any doubts about any of these practices, you must confer with the professor.

Disability

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.- 5:00 p.m., Monday through Friday. The phone number for DSP is (213)740-0776.

ESL Students

Please inform me as soon as possible if you require special accommodations based on your understanding of the English language.

Please complete the form attached to the back of this syllabus, attesting to the fact that you have read and understood all of these course policies

Week 13 **4/13** **Finding a Place and Identity on the Cable Spectrum**

Readings: Jackie Byars and Eileen R. Meehan, "Once in a Lifetime: Constructing 'The Working Woman' through Cable Narrowcasting"
Jane Feuer, "Feminism on Lifetime: Yuppie TV for the Nineties"
handouts

Week 14 **4/20** **Men's Lifestyle Magazines**

Readings: Kenon Brazeale, "In Spite of Women: *Esquire* Magazine and the Construction of the Male Consumer"
Tim Edwards, "Consuming Masculinities: Style, Content and Men's Magazines"

Week 15 **4/27** **Selling Gender: Makeup, Shopping, Sex and Celebrities**

Readings: Kathy Peiss, "Identity and the Market"
Angela R. Record, "Born to Shop: Teenage Women and the Marketplace in the Postwar United States,"
Susan Douglas and Meredith Michaels, "Attack of the Celebrity Moms"

TERM PAPER DUE

April 30-May 2: Study Days

May 4 **FINAL EXAMINATION due by or before 2pm**

COMM 465: GENDER IN MEDIA INDUSTRIES AND PRODUCTS

SPRING 2006

Please complete this section and return it at the end of the second day of class for my records. Thank you.

Please print the information in capital letters so it can be read clearly, except in the case of your e-mail address which should be reproduced exactly as it appears:

Your name:

E-mail address:

Address:

Daytime phone:

Evening Phone:

Do you prefer to be contacted by phone or e-mail?

How often do you check e-mail (Circle one):

Daily

Once in two days

Weekly

Infrequently

What is your major?

What is your class standing? (i.e. freshman? sophomore?)

Have you ever taken a class that has dealt with gender issues?

Why are you taking this course?

Do you have a learning disability that has been reported to the Learning Center on campus?

Do you have an athletic, debate, or other schedule that may add to your absences? Please specify.

Is there any other information/concerns that you would like to share?

I certify that I have read and agreed to the terms specified in the attached syllabus:

Signature

Date