

# MJS-1611: BLACK MEDIA

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## Cuyahoga Community College

**Viewing: MJS-1611 : Black Media**

**Board of Trustees:**

March 2022

**Academic Term:**

Fall 2022

**Subject Code**

MJS - Media and Journalism Studies

**Course Number:**

1611

**Title:**

Black Media

**Catalog Description:**

Discuss the role of Black newspapers, radio, television, magazines, movies, the Internet, and Black-owned media in America, and the role which the Black media has played in diversifying American culture and advancing a democratic society. Examine the role which Black Media has played in creating a voice for the greater Black community, and in amplifying the fight for a diverse, equitable, and inclusive environment.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

None.

## Outcomes

**Course Outcome(s):**

Discuss the role of African American newspapers, film, radio, television, and Internet/digital journalism and media in America over time.

**Essential Learning Outcome Mapping:**

Civic Responsibility: Analyze the results of actions and inactions with the likely effects on the larger local and/or global communities.  
Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

**Objective(s):**

1. Evaluate chronological survey of the African American press in the United States since 1827.
2. Evaluate and articulate today's Black press, career opportunities and challenges that minorities face in the media.
3. Identify the significant beliefs, views, values and practices of culture(s), and how these change over the history/development of the Black press.
4. Discuss the changing status of African Americans in the United States from 1820 to the present, including the major activities, legislation, court rulings, movements, etc., which improved the lives of African Americans, and examine the role which the African American press played in these events and activities.
5. Identify what defines "Black Media."
6. Discuss the role which the African American media has played in diversifying American culture.
7. Discuss the role which the African American media has played in advancing a democratic society.
8. Examine the roles/responsibilities of early Black leaders in Black media production.
9. Discuss the role women have played in the development of Black media.

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**Course Outcome(s):**

Discuss and understand the advocacy role which African Americans in media have played in the interest of advancing diversity, equity and inclusion in America.

**Objective(s):**

1. Evaluate and articulate the role which black motion picture makers and Black Media ownership (magazines, radio and cable networks) have influenced and shaped American culture.
2. Describe the Black Press and its power/influence on civil rights and equal rights.
3. Examine whether Black Media producers have additional responsibilities over/above making their media enterprises profitable to combat racial stereotypes, advocate for Black political causes, uplift the race, and media ownership and empowerment.
4. Evaluate the innovative, empowering and sometimes controversial message of Black Media producers, including newspapers, magazines, music, filmmakers, and television.

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**Course Outcome(s):**

Recognize the complex elements of cultural biases that influenced the development and growth of the Black media.

**Objective(s):**

1. Discuss the historical, cultural, and social factors that created the foundational need for African Americans to create alternatives to mainstream media.
2. Examine the economic, cultural, social factors that continue to influence the growth of the Black media today.
3. Analyze key people and issues that have influenced this process and helped shaped the African American experience.
4. Examine the role that slavery, racism, and legalized segregation played in prohibiting African American from being included in media venues.
5. Identify how Black audiences sought entertainment and information from other sources.
6. Examine the role of a Black audience with regards to audience fragmentation/segmentation.
7. Examine how Black audiences and marketing to Blacks has still not led to programmers' understanding of Black content and Black audiences' preferences.
8. Analyze how Blacks are represented across media.
9. Examine history of racist and stereotypical discourses and imagery.

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**Course Outcome(s):**

Discuss how, when and to what ends the media transmits ideas of people of African descent across nations, regions, and racial groups.

**Objective(s):**

1. Compare "dominant" media and Black media.
2. Analyze how Black life and culture have been disseminated to myriad audiences.
3. Examine how outsiders interpret the circulation of Black images and texts.
4. Analyze how Blacks are represented across media.
5. Examine history of racist and stereotypical discourses and imagery.

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**Course Outcome(s):**

Articulate the meaning of empathy and its role in strengthening civic responsibilities and reducing the negative impact of societal stereotypes.

**Essential Learning Outcome Mapping:**

Civic Responsibility: Analyze the results of actions and inactions with the likely effects on the larger local and/or global communities.

**Objective(s):**

1. Find and discuss examples of civic responsibility and leadership in Black media personalities.
2. Examine steps which media leaders take to reduce or reverse societal stereotypes.

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**Methods of Evaluation:**

1. Quizzes on class and course activities (texts, lectures, etc.)
2. Discussions or discussion boards on course content

3. Writing blogs
4. Interviews and assessments with African Americans working in the news media (both in the Black press and mainstream media outlets)
5. Examination(s)

**Course Content Outline:**

1. Black Media History, Antebellum Years
  - a. Circulating the Nation
  - b. The New Face of Black Labor
  - c. Frederick Douglass's "Colored Newspaper"
  - d. We Hold These Truths to Be Self-Evident
2. Black Media History, Post Civil War
  - a. Black Separatism in the Periodical Writings of Mrs. A. E. Johnson
  - b. Poetics of Memory and Marginality
3. Black Media History, Harlem Renaissance
  - a. Our(?) Country
  - b. Bombed in Spain
4. Black Media History, World War II and beyond
  - a. Kin in Some Way
  - b. On Sale at Your Favorite Newsstand
  - c. Photographs Taken in Everyday Life
  - d. Black Panther Newspaper
  - e. The Black Press in the Age of Digital Reproduction
5. Newspapers
  - a. Publishing pioneers (Douglass, Abbott, DuBois, Greene, Johnson)
  - b. The Richmond Planet (1883-1938)
  - c. Chicago Defender (founded 1905)
  - d. The (New York) Amsterdam News (founded 1909)
  - e. The Pittsburgh Courier (1910-1966)
  - f. The Call & Post in Cleveland (founded in 1928)
  - g. Detroit Tribune (1935-1966)
  - h. The St. Louis Sentinel (founded in 1968)
6. Radio
  - a. WDIA Memphis
  - b. WERD Atlanta
  - c. Radio One
  - d. Cleveland disc jockey Alan Freed and other influencers
7. Women in Black Press and Media
  - a. Gertrude Bustill Mossell
  - b. Ida B. Wells
  - c. Ethel Payne
  - d. Charlayne Hunter-Gault
  - e. Oprah Winfrey
8. Magazines
  - a. Ebony
  - b. Jet
  - c. Essence
  - d. Black Enterprise
9. Television
  - a. BET
  - b. TV One
  - c. Bounce
  - d. OWN
  - e. Talk Shows
10. Movies
  - a. Directors and Producers
  - b. Male Actors
  - c. Female Actors
  - d. Perception

11. Social Media
  - a. Black Twitter
  - b. Influencers
12. Black Media Today
  - a. Traditional Black Press
  - b. Online Media Sources
  - c. Credibility
  - d. Reception

## Resources

Squires, Catherine. *African Americans and the Media*. Polity Press, Cambridge, UK, 2009.

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Streitmatter, Rodger. (1994) *Raising Her Voice: African-American Women Journalists Who Changed History*, Lexington, KY: University of Kentucky Press.

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Vogel, Todd. *The Black Press: New Literary and Historical Essays*. Rutgers, The State University, 2001.

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## Resources Other

1. The Negro/National Newspaper Publishers Association and Its Dual Roles as a Trade and Advocacy Organization, 1940–2020, Kimberley Mangun, Earnest L. Perry, Jr., First Published November 12, 2020; pp. 264–336
  - a. The National Newspaper Publishers Association, founded in 1940 as the Negro Newspaper Publishers Association (NNPA), served two roles from the outset. As a trade organization, it sought to professionalize the Black press by holding regular conventions, improving business practices, and implementing journalism awards. As an advocacy organization, the NNPA met with sitting presidents and high-ranking government officials to push for civil rights legislation. This study, the first to document and discuss the NNPA's dual roles, draws on organizational records, news stories, and other primary sources by and about the NNPA since its inception to illustrate the scope of its work for the Black press and equality. The historical narrative also situates the organization in the context of the Civil Rights Movement and the long struggle for equal rights in the United States. Current advocacy and trade issues are discussed in the light of this narrative and the COVID-19 pandemic, and some suggestions for improvement are offered relative to the NNPA's eightieth anniversary in 2020.
2. Simmons, Charles. (2006) *African American Press: A History of News Coverage During National Crises*, Jefferson, NC: McFarland Publishing.
  - a. This work examines both predominately black newspapers in general and four in particular—the Chicago Defender, the Pittsburgh Courier, the Black Dispatch (Oklahoma City), and the Jackson (Mississippi) Advocate—and their coverage of national events. The beginnings of the black press are detailed, focusing on how they reported the anti-slavery movement, the Civil War and the Reconstruction era. Their coverage of the migration of blacks to the industrial north in the early twentieth century and World War I are next examined, followed by the black press response to World War II and the civil rights movement. The survival techniques used by the editors, how some editors reacted when faced with threats of physical harm, and how the individual editorial policies affected the different newspapers are fully explored.
3. Pew Research Center. *Hispanic and African American News Media Fact Sheet*. July, 2021. <http://www.journalism.org/fact-sheet/hispanic-and-african-american-news-media/>
4. National Negro Press Association. *Black America Web*. 2021. <https://blackamericaweb.com/tag/national-negro-press-association/>
5. *National Association of Black Journalists*. 2020. <http://www.nabj.org> (<http://www.nabj.org/>)

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