

Eastern Illinois University
New Course Proposal
CMN 3220, Rhetoric of Race

1. Catalogue Description

- a. Course Number: CMN 3220
- b. Course Title: Rhetoric of Race
- c. Credit: (3-0-3)
- d. Term to be offered: On Demand
- e. Short Title: Rhetoric of Race
- f. Course Description:
 This course examines the relationship between communication, race, and ethnicity in public discourse. Students will study rhetorical constructions of race and ethnicity and the ways in which those constructions embody and respond to social relations and power.
- g. Prerequisites: There are no prerequisites for this course.
- h. Initial Term of Course Offering: Fall 2007

2. Objectives and Evaluation

- a. Objectives of the course: Students will
 - 1. Describe the complex relationship between communication, race and ethnicity.
 - 2. Identify general theories of race and ethnicity.
 - 3. Analyze the ways in which those persons who have not historically had the ability to “authorize” official texts “make do” or create raced and ethnic discourses.
 - 4. Evaluate critical perspectives on “texts” that implicate and are implicated by race and ethnicity.
- b. Sample Assessment. Student assessment will be comprised of the following:

	In Class Assignments (10%)	Daily Discussion Questions (10%)	Five Response Papers (50%)	Two Exams (30%)
2.A.1.	X	X		
2.A.2.		X		X
2.A.3.	X	X	X	X
2.A.4.	X	X	X	X

- c. This course is not technology delivered.
- d. This course is not numbered between 4750-4999 and is not offered for graduate credit.
- e. This course is writing-intensive; written papers and daily discussion questions allow for frequent writing activities designed to help students master course content and improve their writing. At least 35% will come from writing assignments and students will be provided the opportunity to revise at least one writing assignment.

3. Sample course outline

- Week 1 Introduction to the course and basic course concepts
- General course introduction
 - Lloyd Bitzer, "The Rhetorical Situation"
- Week 2 Introduction to criticism, text, and context
- James Darsey, "Must We all Be Rhetorical Critics"
 - Rod Hart, "Doing Criticism My Way"
 - Michael Calvin McGee, "Text Context, and the Fragmentation of Contemporary Culture"
- Week 3 Postmodern challenges to traditional ideas of the text
- Dwight Conquergood, "Performance Studies: Interventions and Radical Research"
 - Michel de Certeau, "Making Do: Uses and Tactics"
 - Stuart Hall, "Encoding, Decoding"
 - John C. Scott, "Chapter One: Behind the Official Story"
- Week 4 Race, Ethnicity, and the problem of the text
- Jose Esteban Muñoz, "Performing Disidentifications"
 - bell hooks, "Talking Back"
 - Kent Ono and John Snoop, "The Critique of Vernacular Discourse"
- Week 5 Theories of race and ethnicity, part one
- Marvin Harris, "How Our Skins Got Their Color"
 - Michael Omi and Howard Winant, "Racial Formations"
 - Joe R. Feagin and Clairece Booher Feagin, "Theoretical Perspectives in Race and Ethnic Relations"
 - Charles Gallagher, "Color Blind Privilege: The Social and Political Functions of Erasing the Color Line in Post Race America"
 - Stuart Hall, "Ethnicity: Identity and Difference"
- Week 6 Theories of race and ethnicity, part two
- Howard Zinn, "Drawing the Color Line"
 - Clara E. Rodriguez and Hector Cordero-Guzman, "Placing Race in Context"
 - David E. Wilkins, "A Tour of Indian People and Indian Lands"
 - Yen Le Espiritu, "Asian American Panethnicity"
 - Cornell West, "Introduction: Race Matters"
- Week 7 The rhetoric of racism in the United States
- Mark McPhail, selections from *The Rhetoric of Racism Revisited*
- Week 8 The invisibility of whiteness
- Thomas Nakayama and John Krizek, "Whiteness: A Strategic Rhetoric"
 - John Martin and Gus Yep, "Eminem in Mainstream Public Discourse"

- Week 9 Black feminist thought
- Patricia Hill Collins, "Controlling Images"
 - bell hooks, "Mock Feminism"
 - Kimberle Crenshaw, "Demarginalizing the Intersection of Race and Sex: A Black Feminist Critique of Antidiscrimination Doctrine, Feminist Theory, and Antiracist Politics"
- Week 10 Latino/a bodies as text in the public sphere
- Frances Negron-Muntaner, "Jennifer's Butt"
 - Mary C. Beltrán, "The Hollywood Latina Body as Site of Social Struggle: Media Constructions of Stardom and Jennifer Lopez's 'Cross-over Butt'"
- Week 11 Latino/a bodies as text in the public sphere
- Chon A. Noriega, "'Waas sappening?': Narrative Structure and Iconography in Born in East L.A."
 - Lisa Sánchez González, "Reclaiming Salsa"
- Week 12 Rap, rhetoric, and race: music as text
- *Screening: Tupac Resurrection*
 - Michael Eric Dyson, *Holler If You Hear Me: Searching For Tupac Shakur*
- Week 13 Rap, rhetoric, and race: music as text
- Michael Eric Dyson, *Holler If You Hear Me: Searching For Tupac Shakur*
- Week 14 Latina testimonios rewriting race and ethnicity
- Gloria Anzaldúa, "The New Mestiza"
 - Lisa Flores, "Creating Discursive Space"
 - Selected Latina "testimonios"
- Week 15 Summary and review

4. Rationale

- This course allows students to gain specialized knowledge about discursive articulations of race and ethnicity.
- This course will require extensive reading of challenging material and demand that students apply theory to the analysis and critique of concrete discursive situations.
- This course does not duplicate existing courses within the university. There is one course that may appear to be similar to what this course proposes: SOC 2840. The difference between that course and this one is that SOC 2840 is focused explicitly on the "causes and consequences of prejudice and discrimination; the effects of majority and minority status for intergroup relations." This proposed course differs in scope by addressing textual products and the theoretical dimensions of race and ethnicity, not the sociological relations between groups. This proposed course also differs in requiring students to analyze concrete discursive situations.
- This course will supplement the available course offerings for students in public communication and will be listed as an elective for African American Studies.

5. Implementation
 - a. Faculty members to whom this course may be assigned: Angela Aguayo, Suzanne Enck-Wanzer, Norman Greer, Olaf Hoerschelmann, Shane Miller, or Mehdi Semati.
 - b. There will be no additional costs to students.
 - c. Sample Texts:
 1. Gallagher, Charles A. *Rethinking the Color Line: Readings in Race and Ethnicity*. 2nd Ed. Boston: McGraw-Hill, 2004.
 2. Gray, Herman. *Cultural Moves: African Americans and the Politics of Representation*. Berkley: University of California Press, 2005.
 3. McPhail, Mark Lawrence. *The Rhetoric of Racism Revisited : Reparations or Separation?* Lanham, Md.: Rowman & Littlefield, 2002.
 4. West, C. *Race Matters*. New York: Vintage Books, 1994.
 5. Course Reader/E-Reserves
6. A community college course will not be judged equivalent to this course.
7. Date approved by the department: 11/04/05
8. Date approved by CAHCC: 4/5/06
9. Date approved by CAA: 4/27/06