

- BISMCS 333: Media and Communication Studies

**Project Proposal Sandbox**

Please use this as a space to brainstorm ideas for projects of importance in the field of media and communication studies. What pisses you off? What kinds of injustice do you see around you? How is the media environment reflective of inequality, or how does that media environment produce inequalities?

			<b>Topical Focus</b>	
		Race	Class	Gender
	Content	<i>How is race represented in media content?</i>	<i>How is class represented in media content?</i>	<i>How is gender represented in media content?</i>
<b>Object of Study</b>	Organization	<i>How does organizational structure relate to race?</i>	<i>How does organizational structure relate to class?</i>	<i>How does organizational structure relate to gender?</i>
	Policy	<i>How does media policy relate to race?</i>	<i>How does media policy relate to class?</i>	<i>How does media policy relate to gender?</i>

**Content**

- Gender representations
- Racial/Ethnic representations: non-white = poor/evil/unintelligent (The Spectacle Other / Myths/ Regime of Truth)
- Class representation
- Differences in types of representations in different cultures (Bollywood vs. Hollywood)
- Access to content vs. who can create said content
- What is the trend towards social media advertising going to do for consumers?
- T.V. programs with transgender and gay (respectable)
- How do mainstream media organizations depict or discuss racial issues?
- How is content affected by the political economy of a particular organization?
- How does social media impact the image on homosexuality?
- What is the relationship between gender and class in term of the consumption on wearing high heels?
- Does social media help decrease social stratification?
- How to produce content that promotes social inclusion instead of noting and highlighting differences?
- Why do advertisements have minorities if the product is relevant to the stereotypes (bbq and

blacks, coach and white women)?

- How can the media be partitioned across strata to discourage slivercasting?
- How does media content help reinforce stereotypes of the “others”?
- In regard to actors in film in television, who is representing diversity? Are they the same people over and over again? If so, is that an accurate portrayal of diversity?
- tent city reality show- or documentary , homeless people are not acknowledged unless in a negative way
- The virgin/whore dichotomy in the media (specifically music, television and film), how it relates to ideas of “purity” and “slut-shaming” among young girls.

### **Organization**

- Which organizations have the largest outreach to minorities? Why?
- Which organizations increase or support class stratification? Why? What is their benefit?
- What is being done to decrease class stratification? How effective are those methods?
- Depictions of Planned Parenthood from different news outlets.
- Why are media outlets so expensive?
- Do search engine optimizations tailored toward individuals results restrict the openness of the internet by limited the appearance of choice.
- What role do women and/or minorities have in the creation of media content compared to white males? Are there poop alternative outlets?
- How much control do minorities have over how they are represented in the media?
- How does some social media organizations break down race, class or gender inequality?

### **Policy**

- Tax structures of the wealthy snobs
- policies to benefit the minorities. (affirmative action)
- Big 6 oligopoly on money and policy decisions
- WTO's effects to both developed and developing countries (class and race)
- Media RC models- how they are changing, (vembots) where are they (and we, as consumers) headed?
- affirmative actions benefit the minorities, but does it promote unity among Americans?
- What produced this policy: ownership-cap, corporate mergers of media houses?
- What impacts and root causes of sweeping media restrictions or “protective” policies?
- How to measure diversity ownership, and create policy that moves the status quo.

This could be great for gender groups!

["How's That Workin' for Ya?": Hegemonic Masculinity, Daytime Talk, and the Cultural Politics of Dr. Phil's "Get Real" Therapy.](#)

Gallagher, M. (2003). Lens on a Hard Body: Cult Documentary and Class Politics. *Journal Of Film & Video*, 55(4), 30-40.

