

The following terms will be used throughout the semester as the class examines media messages about race, disability, religious cultures, gender and sexual orientation. Students are expected to know and use each term appropriately in class discussions and assignments. You will be tested on these terms.

* The follow terms mostly taken from *The Dictionary of Cultural Literacy* or the textbook *Gender, Race and Class in Media*, edited by Gail Dines and Jean M. Humez.

CULTURE

The sum total of the attainments and learned behavior patterns of any specific period of time, race, or people regarded as expressing a traditional way of life, subject to gradual but continuous modification by succeeding generations.

The study of culture is intimately bound up with the study of society, politics, economics, music and the arts.

ACCULTURATION

The act of learning ideas, values, conventions and behavior that characterizes a social group.

CULTURAL LITERACY

That shifting body of information that our "culture" has found useful, and therefore worth preserving. Only a small fraction of what we read and hear gains a secure place on the memory shelves of the cultural literate, But the importance of this information is beyond question.

MULTICULTURALISM

It affirms the worth of different types of cultures and cultural groups claiming, for example, that Blacks, Latinos, Asians, Whites, Native Americans, Gays, Lesbians, and other oppressed and marginal voices have their own validity and importance.

CRITICAL MULTICULTURALISM

Attempts to show how various people's voices and experiences are silenced and omitted from mainstream Culture and struggles to help with the articulation of diverse views, experiences and cultural forms normally Excluded from the mainstream.

IDEOLOGY

The concept of those images, views or premises through which we represent, interpret, understand and make sense of some aspect of social existence. Ideologies make inequalities and subordination appear natural and just. They can induce consent to relations of dominations.

Ideologies of race use racist representations of people of color and various minority groups.

Ideologies of class celebrate upper class life and denigrates the working class.

Ideologies of gender promote sexist representations of women.

PREJUDICE

A hostile opinion or point of view about some person or class of persons.

Prejudice is socially learned, and is usually grounded in misconceptions, misunderstandings, and inflexible generalizations.

STEREOTYPE

A conventional expression, custom, belief or mental image used to typify an individual or a particular group.

RACISM

A belief that people differ significantly and systematically, as in ability and intellect, etc., because of racial differences. The belief or advocacy in the superiority or inferiority of a particular group on the basis of supposed racial differences.

The assumption that one race is biologically superior to another, or a social system based on these assumptions.

OVERT RACISM – When open and favorable coverage is given to arguments, positions and spokespeople who are in the business of elaborating an openly racist argument or advancing a racist policy or view.

INFERENCE RACISM – Those naturalized representations of events and situations related to race, whether “factual” or “fictional” which have racist premises and/or a set of unquestioned assumptions. Racist statements are allowed to stand without bringing awareness to the racist predicates on which these statements are grounded.

MEDIA CULTURE

Provides the materials for constructing identities, behaviors and views of the world. Those who uncritically follow the dictates of media culture tend to “mainstream” themselves, following the dominant fashion, values and behaviors.

MEDIA PEDAGOGY

Media teaches us how to be men and women, how to dress, look, consume; how to react to members of different social groups; how to be popular, successful, and how to avoid failure; how to conform to the dominant system or norms, values, practices and institutions.

CRITICAL MEDIA LITERACY

Learning how to “read”, criticize and resist media manipulation so to empower oneself in relation to dominant media and culture. Enable more power over your cultural environment.

More terms to come later in the semester. Please keep a copy of all terms and use them in your class discussions.