ORIGINAL COURSE IMPLEMENTATION DATE: January 2027

REVISED COURSE IMPLEMENTATION DATE:

COURSE TO BE REVIEWED (six years after UEC approval)**:** October 2032

Course outline form version: 29/08/2024

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: MACS 352	**Number of Credits:** 4 Course credit policy (105)
Course Full Title: Race and Media **Course Short Title:** Race & Media	
Faculty: Faculty of Social Sciences	**Department/School:** School of Culture, Media, and Society

Calendar Description:

Explores various media as key sites for the representation, production, and consumption of cultural signs and stories about race and ethnicity, both historically and in the present. Provides a critical understanding of the debates surrounding media's ideological representation of race through critical race, decolonial, social justice, and intersectional lenses. Special attention will be given to how those racialized, including Indigenous peoples locally, resist structural and individual racism via self-representation and media-making.

Prerequisites (or NONE):	45 university-level credits including MACS 110 or MACS 130.
Corequisites (if applicable, or NONE):	None.
Pre/corequisites (if applicable, or NONE):	None.

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with:

Equivalent course(s):

(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Typical Structure of Instructional Hours

Lecture/seminar	60
Total hours	**60**

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: **No**

Course Details

Special Topics course: **No**

(If yes, the course will be offered under different letter designations representing different topics.)

Directed Study course: **No**

(See policy 207 for more information.)

Grading System: **Letter grades**

Delivery Mode: **Face-to-face only**

Expected frequency: **Annually**

Maximum enrolment (for information only)**: 25**

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

Transfer Credit *(See **bctransferguide.ca**.)*

Transfer credit already exists: **No**

Submit outline for (re)articulation: **No**

(If yes, fill in transfer credit form.)

Department approval	**Date of meeting:**	April 29, 2026
Faculty Council approval	**Date of meeting:**	June 5, 2026
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	October 2, 2026

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Describe the impact of essentialist and anti-essentialist discourses and media representations of race in society both historically and in the present moment.
2. Evaluate the theories, debates, and methods fundamental to an understanding of racialized representation, production, and consumption of media texts within the fields of critical media and cultural studies.
3. Apply the theories, debates, and methods fundamental to an understanding of racialized representation, production, and consumption of media texts to various media and industries, with special attention to meaning making, power, and racial inequality and injustice.
4. Explain the everyday real-world consequences of whiteness, white supremacy, white privilege, and white fragility.
5. Reflect on the everyday real-world consequences of explicit and inferential, as well as structural and individual, racism.
6. Analyze the racialized representation, production, and consumption of media texts and industries through critical race, decolonial, social justice, and intersectional lenses.
7. Assess the impact of racialized media representation, production, and consumption on our everyday lives and identities, including our understanding of ourselves, others, and the world, both locally and globally.
8. Reflect on the impact and importance of how those racialized, including Indigenous peoples locally, resist structural and individual racism via self-representation and media-making.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Holistic assessment:	55%	Assignments:	15%	Project:	30%
	%		%		%

Details: In addition to participation, holistic assessments will include a variety of standard and creative in-class individual and group exercises. These may include, but are not limited to, small and large group discussions, debates or presentations/leaderships, applying course theories and methods to unique media texts, visual mapping, brainstorming, self-reflection, learning field-related research skills, etc. Other evaluations include a proposal for and submission of either a final academic paper or creative project.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures; individual, class and/or small group discussions, exercises or presentations/leaderships; media viewings; guest lecturers.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

	Type	Author or description	Title and publication/access details	Year
1.	Book	Lori Kido Lopez	*Race and Media: Critical Approaches*	2020
2.	Book	Matthew W. Hughey and Emma González-Lesser, Editors	*Racialized Media: The Design, Delivery, and Decoding of Race and Ethnicity*	2020
3.	Book	Gilbert B. Rodman, Editor	*The Race and Media Reader*	2013
4.	Journal	Various articles from academic journals available through Brightspace and/or UFV Library		
5.	Indigenous knowledge	Various readings by Indigenous authors, as well as various Indigenous media texts		

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Course Content and Topics

- Colonial othering, racial formations, and biological racism versus race as a social construct
- Historical and contemporary media negation, (mis)representation, and stereotyping of racialized individuals and communities
- Racial consciousness, identity, and the experience of everyday racism
- Whiteness, white supremacy, white privilege, possessive investment in whiteness, and white fragility
- 'Policing' Blackness and Black self-representation
- Colonialism and Indigenous liminality and Indigenous self-representation
- 'Bordering' Latinx bodies and Latinx self-representation
- Constructing the Arab and/or Muslim 'enemy' and Arab and/or Muslim self-representation
- Dialectic of the 'model minority' and the 'yellow peril' and 'East' Asian self-representation
- Multiple degrees of 'South' Asian representations and 'South' Asian self-representation
- Deeper reflections on intersectionality across race, gender, sexuality, (dis)ability, class, and other forms of socially constructed difference