



CAMOSUN COLLEGE

*School of Arts & Science
Communication Department*

**CMNS 112 –Popular Culture and Media
Fall 2014**

COURSE OUTLINE

The calendar description is available on the web @ _____

Ω Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.

1. Instructor Information

| | | |
|------------------|---------------------|--------------------|
| (a) Instructor | Lois Fernyhough | _____ |
| (b) Office hours | Tuesdays 10:30-noon | _____ |
| (c) Location | Y315C | _____ |
| (d) Phone | 250-370-3397 | Alternative: _____ |
| (e) E-mail | fernyhol@camosun.ca | _____ |
| (f) Website | | _____ |

2. Intended Learning Outcomes

(If any changes are made to this part, then the Approved Course Description must also be changed and sent through the approval process.)

Upon successful completion of this course a student will be able to:

1. Describe the concepts, both historical and contemporary, that shape the study of popular culture, especially within the media/cultural studies tradition.

- Explain the history of the study of popular culture;
- Describe popular culture and discuss its relationship with power, class, cultural imperialism, race, gender and sexuality, identity, post-modernism and globalization;
- Discuss how culture influences different forms of popular culture.

2. Explain the core theoretical concepts of popular culture.

- Explain how media such as music, TV programs, films and magazines can reflect popular culture in society;
- Describe the different theoretical approaches used to understand popular culture.

3. Demonstrate the relationship between concepts and practice in the media studies field.

- Examine a popular culture artifact and/or event and explain its cultural context.

3. Required Materials

(a) Texts

Storey, J. (2012). *Cultural theory and popular culture*. 6th edition. Essex, UK: Pearson.

(b) Other n/a

4. Course Content and Schedule

| Week | Topic | Reading | Exams/Assignments |
|--------------------|---|--|--|
| Week 1 Sept. 3 | Popular Culture Overview: Introduction to the course | | Introduce yourself (D2L) Friday Sept. 5, 11:59 pm |
| Week 2 Sept. 10 | Why study popular culture? | Ch. 1 & 2 | Discussion #1 high vs. pop culture (D2L) Tuesday Sept. 9, 11:59 pm |
| Week 3 Sept. 17 | Culturalism | Ch. 3 | Pop Object Review due (D2L) Wednesday, Sept. 17, 5 pm |
| Week 4 Sept. 24 | Marxisms part 1 | Ch. 4 pp. 59-72 | Pop Object Concept Map due In-class Sept. 24 |
| Week 5 Oct. 1 | Marxisms part 2 | Ch. 4 pp. 72-91 | Discussion #2 Marxism (D2L) Tuesday Sept. 30, 11:59 pm |
| Week 6 Oct. 8 | Freud et al & the Panopticon | Ch. 5 Ch. 6 pp. 132-135 | Pop Object Analysis due (D2L) Wednesday Oct. 8, 5 pm |
| Week 7 Oct. 15 | Structuralism | Ch. 6 pp. 113-132 | Discussion #3 structuralism (D2L) Tuesday, Oct. 14, 11:59 pm |
| Week 8 Oct. 22 | Gender part 1 | Ch. 7 pp. 137-142 Ch. 7 pp. 163-168 | |
| Week 9 Oct. 29 | Gender part 2 | Ch. 7 pp. 142-163 | Annotated Bibliography due (D2L) Wednesday, Oct. 29, 5 pm |
| Week 10 Nov. 5 | Race & post-colonialism | Ch. 8 | Discussion #4 using media (D2L) Tuesday Nov. 4, 11:59 pm |
| Week 11 Nov. 12 | Postmodernism part 1 | Ch. 9 pp. 187-203 | Term Research Paper outline due (D2L) Wednesday Nov. 12, 5 pm |
| Week 12 Nov. 19 | Postmodernism part 2 | Ch. 9 pp. 203-217 | Discussion #5 politics at work (D2L) Tuesday Nov. 18, 11:59 pm |
| Week 13 Nov. 26 | Politics of the popular | Ch. 10 | Presentation scripts due (D2L) Wednesday Nov. 26, 5 pm Pop Practice Presentations (in-class) |
| Week 14 Dec. 3 | Course wrap-up | | Pop Practice Presentations (in-class) Term Research Paper due (D2L) Friday Dec. 5, 11:59 pm |

5. Basis of Student Assessment (Weighting)

(a) Assignments

| | |
|---------------------------|-----|
| Pop object review | 5% |
| Pop object concept map | 5% |
| Pop object analysis | 10% |
| Pop practice presentation | 15% |
| Online discussions (5) | 20% |

Term essay:

| | |
|------------------------|-----|
| Annotated bibliography | 7% |
| Outline | 8% |
| Essay | 20% |

(b) Quizzes

n/a

(c) Exams

n/a

(d) Other (e.g. Project, Attendance, Group Work)

| | |
|--------------------------|-----|
| Participation/attendance | 10% |
|--------------------------|-----|

6. Grading System

(If any changes are made to this part, then the Approved Course description must also be changed and sent through the approval process.)

(Mark with "X" in box below to show appropriate approved grading system – see last page of this template.)

- | | | |
|--|-------------------------------------|---------------------------------|
| | <input checked="" type="checkbox"/> | Standard Grading System (GPA) |
| | <input type="checkbox"/> | Competency Based Grading System |

7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College Calendar, Student Services or the College web site at <http://www.camosun.bc.ca>

STUDENT CONDUCT POLICY

There is a Student Conduct Policy. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, Registration, and on the College web site in the Policy Section.
<http://www.camosun.bc.ca/policies/policies.html>

A. GRADING SYSTEMS <http://www.camosun.bc.ca/policies/policies.php>

The following two grading systems are used at Camosun College:

1. Standard Grading System (GPA)

| Percentage | Grade | Description | Grade Point Equivalency |
|------------|-------|--------------------------------------|-------------------------|
| 90-100 | A+ | | 9 |
| 85-89 | A | | 8 |
| 80-84 | A- | | 7 |
| 77-79 | B+ | | 6 |
| 73-76 | B | | 5 |
| 70-72 | B- | | 4 |
| 65-69 | C+ | | 3 |
| 60-64 | C | | 2 |
| 50-59 | D | | 1 |
| 0-49 | F | Minimum level has not been achieved. | 0 |

2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

| Grade | Description |
|-------|---|
| COM | The student has met the goals, criteria, or competencies established for this course, practicum or field placement. |
| DST | The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement. |
| NC | The student has not met the goals, criteria or competencies established for this course, practicum or field placement. |

B. Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy at <http://www.camosun.bc.ca/policies/E-1.5.pdf> for information on conversion to final grades, and for additional information on student record and transcript notations.

| Temporary Grade | Description |
|-----------------|---|
| I | <i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family. |
| IP | <i>In progress:</i> A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course. |
| CW | <i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement. |