



## COURSE OUTLINE

The course description is online @ <http://camosun.ca/learn/calendar/current/web/comm.html>

Ω Please note: the College electronically stores this outline for five (5) years only.  
 It is **strongly recommended** you keep a copy of this outline with your academic records.  
 You will need this outline for any future application/s for transfer credit/s to other colleges/universities.

### 1. Instructor Information

(a)	Instructor:	Lois Fernyhough		
(b)	Office Hours:	Thursday 10:30-12		
(c)	Location:	Y315C		
(d)	Phone:	250-370-3397	Alternative Phone:	
(e)	Email:	fernyhol@camosun.ca		
(f)	Website:			

### 2. Intended Learning Outcomes

(No changes are to be made to these Intended Learning Outcomes as approved by the Education Council of Camosun College.)

Upon completion of this course the 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*. 6<sup>th</sup> edition. Essex, UK: Pearson.
- (b) Other n/a

### 4. Course Content and Schedule

(This section can include: class hours, lab hours, out of class requirements and/or dates for quizzes, exams, lectures, labs, seminars, practicums, etc.)

Week	Topic	Reading	Exams/Assignments
Week 1 Sept. 10	Popular Culture Overview: Introduction to the course		Introduce yourself (D2L) Sunday Sept. 13, 11:59 pm
Week 2 Sept. 17	Why study popular culture?	Ch. 1 & 2	Discussion #1 high vs. pop culture (D2L) Wednesday Sept. 16, 11:59 pm
Week 3 Sept. 24	Culturalism	Ch. 3	Pop Object Review due (D2L) Thursday, Sept. 24, 5 pm
Week 4 Oct. 1	Marxisms part 1	Ch. 4 pp. 59-72	Pop Object Concept Map due In-class OR D2L, Oct. 1, 5:30 pm
Week 5 Oct. 8	Marxisms part 2	Ch. 4 pp. 72-91	Discussion #2 Marxism (D2L) Wednesday, Oct. 7, 11:59 pm
Week 6 Oct. 15	Freud et al & the Panopticon	Ch. 5 Ch. 6 pp. 132-135	Pop Object Analysis due (D2L) Thursday, Oct. 15, 5 pm
Week 7 Oct. 22	Structuralism	Ch. 6 pp. 113-132	Discussion #3 structuralism (D2L) Wednesday, Oct. 21, 11:59 pm
Week 8 Oct. 29	Gender part 1	Ch. 7 pp. 137-142 Ch. 7 pp. 163-168	
Week 9 Nov. 5	Gender part 2	Ch. 7 pp. 142-163	Annotated Bibliography due (D2L) Thursday, Nov. 5, 5 pm
Week 10 Nov. 12	Race & post-colonialism	Ch. 8	Discussion #4 using media (D2L) Wednesday Nov. 11, 11:59 pm
Week 11 Nov. 19	Postmodernism part 1	Ch. 9 pp. 187-203	Term Research Paper outline due (D2L) Thursday Nov. 19, 5 pm
Week 12 Nov. 26	Postmodernism part 2	Ch. 9 pp. 203-217	Discussion #5 sage or guide? (D2L) Wednesday Nov. 25, 11:59 pm
Week 13 Dec. 3	Politics of the popular	Ch. 10	Presentation scripts due (D2L) Thursday Dec. 3, 5 pm Pop Practice Presentations (in-class)
Week 14 Dec. 10	Course wrap-up		Pop Practice Presentations (in-class) Term Research Paper due (D2L) Sunday Dec. 13, 11:59 pm

## 5. Basis of Student Assessment (Weighting)

*(This section should be directly linked to the Intended Learning Outcomes.)*

### (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)

**6. Grading System**

*(No changes are to be made to this section unless the Approved Course Description has been forwarded through the Education Council of Camosun College for approval.)*

**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	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

**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 E-1.5 at [camosun.ca](http://camosun.ca) 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, due to design may require a further enrollment in the same course. No more than two IP grades will be assigned for the same course. <i>(For these courses a final grade will be assigned to either the 3<sup>rd</sup> course attempt or at the point of course completion.)</i>
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.

**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, at Student Services, or the College web site at [camosun.ca](http://camosun.ca).

**STUDENT CONDUCT POLICY**

There is a Student Conduct Policy **which includes plagiarism**. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, at Student Services, and the College web site in the Policy Section.

**ADDITIONAL COMMENTS AS APPROPRIATE OR AS REQUIRED**