



**CAMOSUN COLLEGE**  
*School of Arts & Science*  
*Communication Department*

**CMNS-112-B01**  
**Popular Culture and Media**  
**Fall 2018**

**COURSE OUTLINE**

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

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.

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**1. Instructor Information**

(a) Instructor	Lois Fernyhough
(b) Office hours	Wednesday & Thursday 2:30-3:30 pm; or by arrangement
(c) Location	Y315C
(d) Phone	250-370-3397 <b>Alternative:</b> _____
(e) E-mail	fernyhol@camosun.ca
(f) Website	_____

**2. Intended Learning Outcomes**

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. (2015). *Cultural theory and popular culture. 7th edition.* Oxford, U.K.: Routledge.

(b) Other n/a

### 4. Course Content and Schedule

Week	Topic	Reading	Exams/Assignments
Week 1 Sept. 5	Popular Culture Overview: Introduction to the course		Introduce yourself (D2L) Sunday Sept. 9, 11:59 pm
Week 2 Sept. 12	Why study popular culture?	Ch. 1 & 2	Discussion #1 high vs. pop culture (D2L) Tuesday Sept. 11, 11:59 pm
Week 3 Sept. 19	Culturalism	Ch. 3	Pop Object Review due (D2L) Wednesday, Sept. 19, 5 pm
Week 4 Sept. 26	Marxisms part 1	Ch. 4 pp. 61-74	Pop Object Concept Map due In-class OR D2L, Sept, 26, 5:30 pm
Week 5 Oct. 3	Marxisms part 2	Ch. 4 pp. 74-93	Discussion #2 Marxism (D2L) Tuesday, Oct. 2, 11:59 pm
Week 6 Oct. 10	Psychoanalysis	Ch. 5	Pop Object Analysis due (D2L) Tuesday, Oct. 10, 5 pm
Week 7 Oct. 17	Structuralism	Ch. 6	Discussion #3 structuralism (D2L) Tuesday, Oct. 16, 11:59 pm
Week 8 Oct. 24	Gender part 1	Ch. 7 pp. 140- 145 & 166-172	
Week 9 Oct. 31	Gender part 2	Ch. 7 pp. 145-166	Annotated Bibliography due (D2L) Wednesday, Oct. 31, 5 pm
Week 10 Nov. 7	Race & racism	Ch. 8	Discussion #4 using media (D2L) Tuesday Nov. 6, 11:59 pm
Week 11 Nov. 14	Postmodernism	Ch. 9	Research Paper outline due (D2L) Wednesday Nov. 14, 5 pm
Week 12 Nov. 21	Materiality & Politics of the popular	Ch. 10 & 11	Discussion #5 you be the fan (D2L) Tuesday Nov. 20, 11:59 pm
Week 13 Nov. 28	In-class presentations		Presentation scripts due (D2L) Wednesday Nov. 28, 5 pm Pop Practice Presentations (in-class)
Week 14 Dec. 5	In-class presentations		Pop Practice Presentations (in-class) Term Research Paper due (D2L) Sunday Dec. 9, 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%
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## 6. Grading System

Standard Grading System (GPA)

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>

## 8. College Supports, Services and Policies



### Immediate, Urgent, or Emergency Support

If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP**. Resource contacts @

<http://camosun.ca/about/mental-health/emergency.html> or <http://camosun.ca/services/sexual-violence/get-support.html#urgent>

### College Services

Camosun offers a variety of health and academic support services, including counselling, dental, disability resource centre, help centre, learning skills, sexual violence support & education, library, and writing centre. For more information on each of these services, visit the **STUDENT SERVICES** link on the College website at <http://camosun.ca/>

### College Policies

Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of College policies. Policies are available on the College website at <http://camosun.ca/about/policies/>. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Standards for Awarding Credentials, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Ancillary Fees, Student Appeals, Student Conduct, and Student Penalties and Fines.

#### 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.