



COURSE OUTLINE

SCHOOL OF LIBERAL ARTS AND SCIENCES

COURSE NAME: POP CULTURE: Politics of Media Literacy

COURSE CODE: GHUM 1180

CREDIT HOURS: 42 (3 hours per week)

PREREQUISITES: None

COREQUISITES: None

PLAR ELIGIBLE: YES (X) NO ()

EFFECTIVE DATE: January 2013

PROFESSOR: Judy Coleman

PHONE: TBA

EMAIL: jcoleman5@georgebrown.ca

NOTE TO STUDENTS: Academic Departments at George Brown College will **NOT** retain historical copies of Course Outlines. We urge you to retain this Course Outline for your future reference.

FOR OFFICE USE ONLY		
ORIGINATOR:	_____	_____
	SIGNATURE	DATE
CHAIR:	_____	_____
	SIGNATURE	DATE
DATE OF REVISION:	_____	

EQUITY STATEMENT: George Brown College values the talents and contributions of its students, staff and community partners and seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Language or activities which are inconsistent with this philosophy violate the College policy on the Prevention of Discrimination and Harassment and will not be tolerated. The commitment and cooperation of all students and staff are required to maintain this environment. Information and assistance are available through your Chair, Student Affairs, the Student Association or the Human Rights Advisor.

STUDENT RESPONSIBILITIES: Students should obtain a copy of the *Student Handbook* and refer to it for additional information regarding the grading system, withdrawals, exemptions, class assignments, missed tests and exams, supplemental privileges, and academic dishonesty. Students are required to apply themselves diligently to the course of study, and to prepare class and homework assignments as given. Past student performance shows a strong relationship between regular attendance and success.

COURSE DESCRIPTION:

This interdisciplinary course explores North-American popular culture and its effects on the world. The student's perspective is that of a cultural researcher, an observer seeing the Northern way of life for the first time. Through a political study (gender, race, and class analyses) of film, television, computer technologies, music, and advertising, students learn connections between these media and their political, historical, social, and economic contexts. Also studied will be the idea of popular iconography, which is the idea that numerous icons and symbols have their own unique and powerful political, social, or ethical connotations and influences. Computer access is essential to the completion of this course, since all readings are provided on-line {access is available in the St. James Learning Resource Center}. With Internet access, students will contact the course's exciting web site, and print out readings, assignments, and other resources. As a major 'icon essay' constitutes a large portion of the course evaluation, good writing skills are essential.

ESSENTIAL EMPLOYABILITY SKILLS:

As mandated by the Ministry of Training, Colleges and Universities essential employability skills (EES) will be addressed throughout all programs of study. Students will have the opportunity to **learn (L)** specific skills, to **practice (P)** these skills, and/or **be evaluated (E)** on the EES outcomes in a variety of courses. The EES include communication, numeracy, critical thinking & problem solving, information management, interpersonal and personal skills. The faculty for this course has indicated which of the EES are either Learned (**L**), Practiced (**P**) or Evaluated (**E**) in this course:

Skill	L	P	E	Skill	L	P	E
1. to communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience		X	X	7. to locate, select, organize and document information using appropriate technology and information sources		X	X
2. to respond to written, spoken or visual messages in a manner that ensures effective communication		X	X	8. to show respect for the diverse opinions, values, belief systems, and contributions of others	X	X	X
3. to execute mathematical operations accurately				9. to interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals		X	X
4. to apply a systematic approach to solve problems	X	X	X	10. to manage the use of time and other resources to complete projects		X	X
5. to use a variety of thinking skills to anticipate and solve problems.	X	X	X	11. to take responsibility for my actions, decisions and consequences	X	X	X
6. to analyze, evaluate, and apply relevant information from a variety of sources	X	X	X				

COURSE OUTCOMES:

Upon successful completion of this course the students will have reliably demonstrated the ability to:

1. Critique

Critique North American popular culture, its roots, its major icons, and its present hegemonic effect on the world.

2. Cause and Effect assessment

Assess the wide range of effects, both positive and negative, that American ideologies (e.g. individualism, consumerism, technology, Hollywood, television, and 'pop') have had on the world.

3. Analysis

Analyze, using semiotics, Maslowian psychology, and the work of Marshall McLuhan, the meanings of a wide variety of popular culture icons and issues, showing how each icon and issue is political by nature, and is related to and interdependent upon others.

4. Iconographic analysis & Semiotics

Develop an 'iconographic consciousness' of popular culture that is based in psychology, politics, and gender, race, and class analyses. Show how all major popular culture icons and media have many levels of meaning, from simple to complex, from the superficial to the political.

DELIVERY METHODS / LEARNING ACTIVITIES:

Lecture, online learning (use of website is mandatory), independent study, and audiovisual resources.

LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:

Readings will be available on the course website. Other materials will be used and/or distributed as appropriate.

TESTING POLICY:

There will be one essay assignment, a mid-term test, and a final exam in this course. Details about assignments will follow. Attendance is essential—knowledge of films shown in class is required.

ASSIGNMENT POLICY:

Students unable to submit an assignment on the due date should discuss the matter in advance with the professor. At the professor's discretion, late assignments might not be accepted. Where late assignments *are* accepted, the professor will apply a substantial late penalty

MISSED TERM WORK OR EXAMINATIONS:

Exemption or deferral of a term exam or final examination is not permitted except for a medical or personal emergency. The professor must be notified by e-mail prior to the test. Appropriate documentation, as determined by the professor, must be submitted.

Any student who either misses the midterm exam or does not hand in a paper and who provides acceptable documentation of illness or other serious problem will have the missed percentage of the course mark added to the weighting of the final exam. There will be no make-up exams or assignments.

Absence from final exam:

- Professor must be notified by e-mail **before** the examination
- Documentation must be presented to the professor **within three working days**.
- If the majority of the course work has been completed with a passing performance, and the documentation is acceptable, an "Incomplete" grade (INC) will be entered by the instructor. **An INC grade will not be granted if term work was missed or failed.**

EVALUATION SYSTEM:

Assessment Tool:	Description:	Outcome(s) assessed:	EES assessed:	Date / Week:	% of Final Grade:
Essay assignment	Semiotic analysis of a pop icon	1 through 4	1,2,4,5,6,7,8,10,11	Week 12	30%
Midterm test	Short answer responses/written	1 through 4	1,2,4,5,6,7,8,10,11	Week 7	30%
Exam	Short answer responses/written	1 through 4	1,2,4,5,6,7,8,10,11	Week 15	30%
Participation	In-class participation	1 through 4	1,2,4,5,6,,8,9,10,11	Week 1-15	10%
				TOTAL:	100%

GRADING SYSTEM:

The passing grade for this course is: **50%**

A+	90-100	4.0	B+	77-79	3.3	C+	67-69	2.3	D+	57-59	1.3	Below 50	F	0.0
A	86-89	4.0	B	73-76	3.0	C	63-66	2.0	D	50-56	1.0			
A-	80-85	3.7	B-	70-72	2.7	C-	60-62	1.7						

Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material.

To view George Brown College policies please go to www.gbrownc.on.ca/policies

TOPIC OUTLINE:

Week	Topic / Task	Outcome(s)	Content / Activities	Resources
1	*Introduction: Overview, Assignments *Introduction to Pop Culture: what is it? high culture vs. pop culture	1, 2, 4	Lecture, films	Assorted Clips from course On-line readings required for each week of the course (see website for details)
2	McLuhan's Legacy (A) Media analysis, Icons, & Semiotics (B) The Rituals of Culture	1 through 4	Lecture, films, powerpoints	Understanding Semiotics: powerpoints "FAME IN THE 20th CENTURY" Clip: "McLUHAN'S WAKE"
3	Pop Music (A) History of Popular Music: Cultural Appropriation (B) Product Placement	1 through 4	Lecture, films	Modern Popular Music Compilation "RHYME PAYS" "HIP HOP IMMORTALS"
4	Hollywood & Consumerism (A) Hollywoodism, part 1: Truth, Justice, and the American way? (B) Consumerism & Pop Culture	1 through 4	Lecture, films, powerpoints, discussion	"HOLLYWOODISM" "THE NEW HOLLYWOOD"
5	Hollywood & Racism (A) Hollywoodism, part 2: The Great White Way (B) Racism & Pop Culture	1 through 4	Lecture, films, discussion	"CLASSIFIED X" "RACE: The Power of an Illusion" Clips: The Jazz Singer, Hollywood Shuffle
6	Art (A) Soupcan or masterpiece? (B) Walls for Change	1 through 4	Lecture, films	"WHAT IS IT?" "IN OUR OWN TIME" "WALLS FOR CHANGE"
7	MID-TERM TEST	1 through 4	MID-TERM TEST (30%)	Attendance is mandatory
8	<i>INTERSESSION WEEK</i>			
9	Gender & Pop Culture: Misogyny & Gender enculturation in art and popular culture	1 through 4	Lecture, films, discussion	"TOYING WITH THEIR FUTURE" "BOOBS IN TOYLAND" "THE FAMINE WITHIN"
10	Consumerism, cont'd The Corporation: What is a legal "person"?	1 through 4	Lecture, film, discussion	"THE CORPORATION"
11	Advertising & Consumerism (A) Advertising: The Tower of Babel & the Shocking Truth (B) Consumerism revisited	1 through 4	Lecture, film	"THE FINE ART OF SEPARATING PEOPLE FROM THEIR MONEY" "THE SELLING GAME"

12	Television & Consumerism (A) Television: Big Brother's free lunch (B) TV: the messenger	1 through 4	ICON ESSAY (30%) Lecture, film	"THE TUBE IS REALITY"
13	Militarism & the Media Can news be unbiased?	1 through 4	Lecture, film	"WHY WE FIGHT" "HIGH CRIMES & MISDEMEANORS"
14	Conspiracy Theories Pop Culture, Post 9-11	1 through 4	EXAM PREVIEW Lecture, film	"DID WE LAND ON THE MOON?" Clips: JFK, DIANA, ELVIS, TUPAC, AREA 51 "THE GREAT DECEPTION"
15	FINAL EXAM	1 through 4	FINAL EXAM (30%)	

For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: <http://www.georgebrown.ca/Admin/Registr/PSCal.aspx>