CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
NEW COURSE PROPOSAL

DATE October 25, 2006
PROGRAM AREA SOCIOLOGY AND ENGLISH

1. Catalog Description of the Course. [Follow accepted catalog format.]

Prefix SOC Course# 320 Title SOCIOLOGY OF POPULAR CULTURE Units (3)
3 hours lecture per week

☑ Prerequisites SOC 100
☐ Corequisites

Description
SOC 320
Examines popular culture from a sociological and a comparative perspective. Emphasizes the impact of mass media on individual behavior, marketing and consumption of amusements and entertainments in the domestic and global marketplace.

ENGL 320.
Examines popular culture from a sociological and a comparative perspective. Emphasizes the impact of mass media on individual behavior, marketing and consumption of amusements and entertainments in the domestic and global marketplace.

☐ Gen Ed
Graded ☑ CR/NC
☐ Repeatable for up to units

Categories
☑ Lab Fee Required ☑ A - F
☐ Optional (Student’s choice)
Total Completions Allowed

2. Mode of Instruction.

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<tr>
<th>Component</th>
<th>Units</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
<th>Graded Component</th>
<th>CS #</th>
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<tr>
<td>Lecture</td>
<td>3</td>
<td>1</td>
<td>30</td>
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<td>Seminar</td>
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<td>Activity</td>
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3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) [Use as much space as necessary]

This is a required course in the new emphasis on Social Institutions and/or Social Processes

Upon completion of this course, the student will be able to:
1) Recognize the debate regarding forms of culture;
2) Discuss the social history of amusements and the conditions necessary to create a truly popular culture;
3) Articulate the role of popular culture as an export to other countries, and the response to the U.S. popular culture;
4) Analysis of representation of race, class and gender in mass media images, recordings, etc.
5) Interpret the current debates regarding the impact of popular culture on consumers

4. Is this a General Education Course YES ☐ NO ☒

If Yes, indicate GE category and attach GE Criteria Form:

A (English Language, Communication, Critical Thinking)
A-1 Oral Communication ☐
A-2 English Writing ☐
A-3 Critical Thinking ☐

B (Mathematics, Sciences & Technology)
B-1 Physical Sciences ☐
B-2 Life Sciences – Biology ☐
B-3 Mathematics – Mathematics and Applications ☐
5. **Course Content in Outline Form.** *Be as brief as possible, but use as much space as necessary*

   (I) What is Popular Culture?
   (II) History of Popular Amusements
   (III) Theories of Meaning in Popular Culture: Marxist, Freudian, Semiotic and other theories
   (IV) Producing Popular Culture
   (V) U.S. Popular Culture in Global Context: McWorld or Jihad?

   Does this course overlap a course offered in your academic program? YES ☐ NO ☒
   If YES, what course(s) and provide a justification of the overlap?

   Does this course overlap a course offered in another academic area? YES ☐ NO ☒
   If YES, what course(s) and provide a justification of the overlap? The study of popular culture as an academic subarea is most often housed in English programs, specifically folklore programs.
   Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

6. **Cross-listed Courses (Please fill out separate form for each PREFIX)**
   List Cross-listed Courses
   English 320
   Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

   Department responsible for staffing: Sociology and English

7. **References.** *Provide 3 - 5 references on which this course is based and/or support it.*


8. **List Faculty Qualified to Teach This Course.**

   Elizabeth Hartung, PhD and other Sociology and English Faculty

9. **Frequency.**
   a. Projected semesters to be offered: Fall ☒ Spring ☒ Summer ☐

10. **New Resources Required.** YES ☐ NO ☒
    If YES, list the resources needed and obtain signatures from the appropriate programs/units on the sheet below.
    a. Computer (data processing), audio visual, broadcasting needs, other equipment
b. Library needs

c. Facility/space needs

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES ☒ NO ☐
If, YES attach a program modification form for all programs affected.

Elizabeth Hartung _______________________________ 10/8/2006
Proposer of Course _______________________________ Date
Approval Sheet
Program/Course: SOC 320

Program Chair(s) Date

General Education Chair(s) Date

Curriculum Committee Chair(s) Date

Dean of Faculty Date