CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS  
COURSE MODIFICATION PROPOSAL

Courses must be submitted by November 9, 2007, to make the next catalog production

DATE (CHANGE DATE IF REVISED): 13 OCTOBER, 2007  
PROGRAM AREA(S): SOCIOLOGY/ENGLISH/COMMUNICATION

1. Catalog Description of the Course. [Follow accepted catalog format.]  
(If Cross-listed please submit prefixes for each discipline being modified)

<table>
<thead>
<tr>
<th>OLD</th>
<th>NEW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefix SOC/ENG Course# 320 Title Sociology of Popular Culture Units (3) 3 hours lecture per week 3 hours blank per week</td>
<td>Prefix SOC/ENG/COMM Course# 322 Title Sociology of Popular Culture Units (3) 3 hours lecture per week hours blank per week</td>
</tr>
<tr>
<td>☒ Prerequisites: Soc 100  ☐ Corequisites:  Description (Do not use any symbols): 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.</td>
<td>☒ Prerequisites: Soc 100  ☐ Corequisites:  Description: 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.</td>
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<tr>
<td>☐ Gen Ed Categories  ☐ CR/NC  ☐ Repeatable for up to 3 units  ☐ Multiple Enrollment in same semester</td>
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<tr>
<td>☐ Lab Fee Required  ☐ A - F  ☐ Optional (Student’s choice)  ☐ Hegis Code  ☐ Mission Based Learning Objectives: ☒ Interdisciplinary  ☒ International  ☒ Multicultural  ☒ Service Learning  ☐ American Institutions, Title V Section 40404: ☐ Government  ☐ US Constitution  ☐ US History (Refer to EO 405, for more information at: <a href="http://senate.csuci.edu/comm/curriculum/resources.htm">http://senate.csuci.edu/comm/curriculum/resources.htm</a>  ☐ Service Learning Course</td>
<td></td>
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2. Mode of instruction (Hours per Unit are set for you)

<table>
<thead>
<tr>
<th>Existing</th>
<th>Proposed</th>
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</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>3 1 30</td>
</tr>
<tr>
<td>Seminar</td>
<td>1 1</td>
</tr>
<tr>
<td>Laboratory</td>
<td>3 3</td>
</tr>
<tr>
<td>Activity</td>
<td>2 2</td>
</tr>
<tr>
<td>Field Studies</td>
<td>2 2</td>
</tr>
<tr>
<td>Indep Study</td>
<td>2 2</td>
</tr>
<tr>
<td>Other blank</td>
<td>2 2</td>
</tr>
</tbody>
</table>

3. Course Content in Outline Form if Being Changed. [Be as brief as possible, but use as much space as necessary]

OLD

(I) What is Popular Culture? Kinds of Cultures: High, Low, Folk  
(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

NEW

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(IV) Producing Popular Culture  
(V) U.S. Popular Culture in Global Context: McWorld or
4. 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]

OLD

NEW

This course is offered in many Sociology programs as the Sociology of Mass Media or the Sociology of Culture. I have offered a similar class several times. It will be a part of the new emphasis on Social Institutions and/or Social Processes in the revised major.

The learning objectives addressed in this course are the following:
1) awareness of the debate regarding forms of culture: high, low, folk;
2) ability to discuss the social history of amusements and the conditions necessary to create a truly 'popular' culture;
3) understanding of the role of popular culture as an export to other countries, and the response elsewhere in the world the U.S. popular culture;
4) analysis of race, class and gender in mass media images, recordings, etc.
5) understanding of the current iteration on debates regarding impact of popular culture on consumers; and
6) presentation of what the student has learned in a culminating project.

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

OLD


6. Indicate Changes and Justification for Each. [Check all that apply and follow with justification. Be as brief as possible but, use as much space as necessary.]

☐ Course title
☒ Prefix/suffix
☒ Course number
☐ Units
☐ Staffing formula and enrollment limits
☐ Prerequisites/corequisites
☐ Catalog description
☐ Course content
☐ References
☐ GE
☐ Other

Justification: This course should have been cross-listed with Communication given the body of literature in Communication on media and uses of media. The course number needed to change to reflect the interdisciplinary nature of the class (a course with a prerequisite) and to avoid conflict with the existing COMM 320.
7. □ General Education Categories: All courses with GE categories notations (including deletions) must be processed at the GE website: [http://summit.csuci.edu/geapproval](http://summit.csuci.edu/geapproval). Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

   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
   B-4 Computers and Information Technology

   C (Fine Arts, Literature, Languages & Cultures)
   C-1 Art
   C-2 Literature Courses
   C-3a Language
   C-3b Multicultural

   D (Social Perspectives)

   E (Human Psychological and Physiological Perspectives)

   UD Interdisciplinary

8. New Resources Required. YES □ NO ☒

   If YES, list the resources needed and obtain signatures from the appropriate programs/units on the consultation sheet below.

   a. Computer (data processing), audio visual, broadcasting needs, other equipment)

   b. Library needs

   c. Facility/space needs

9. Will this course modification alter any degree, credential, certificate, or minor in your program? YES ☒ NO □

   If, YES attach a program modification form for all programs affected.

10. Effective Date (Semester and Year – all modifications submitted prior to November 9th will be effective in the Fall 2008 catalog): Fall 2008

   Elizabeth Hartung/Trudy Milburn  10/13/07

   Proposer of Course Modification                Date
Approvals
Program/Course:

_________________________________________________________
Program Chair(s) Date

_________________________________________________________
General Education Chair(s) Date

_________________________________________________________
Curriculum Committee Chair(s) Date

_________________________________________________________
Dean of Faculty Date