

**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  
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.

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|---|---|--|
| <input type="checkbox"/> Gen Ed                         | Graded<br><input type="checkbox"/> CR/NC  | <input type="checkbox"/> Repeatable for up to units  |
| Categories<br><input type="checkbox"/> Lab Fee Required | <input checked="" type="checkbox"/> A - F<br><input type="checkbox"/> Optional (Student's choice) | Total Completions Allowed<br><input type="checkbox"/> Multiple Enrollment in same semester |

**2. Mode of Instruction.**

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS # (filled in by Dean)
Lecture	3	1	30	<input checked="" type="checkbox"/>	_____
Seminar	_____	_____	_____	<input type="checkbox"/>	_____
Laboratory	_____	_____	_____	<input type="checkbox"/>	_____
Activity	_____	_____	_____	<input type="checkbox"/>	_____

**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

- 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**

**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.]*

Herber J. Gans, Popular Culture and High Culture: An Analysis and Evaluation of Taste (1999 edition)  
 Robert C. Bulman, Hollywood Goes to High School: Cinema, Schools, and American Culture. Worth Publishers, 2004.  
 Arthur Asa Berger, Cultural Criticism: A Primer of Key Concepts. SAGE publications. 1995.  
 Stuart Ewen, All Consuming Imaging: The politics of Style in Contemporary Culture. Basic Books. 1999.  
 Adres Duany et. al, Suburban Nation: The rise of sprawl and the decline of the American dream. Northpoint press. 2001.

**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

Proposer of Course

10/8/2006

Date

# Approval Sheet

**Program/Course:** SOC 320

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Program Chair(s)

Date

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General Education Chair(s)

Date

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Curriculum Committee Chair(s)

Date

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Dean of Faculty

Date