

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)

OLD

Prefix SOC/ENG Course# 320 Title Sociology of Popular Culture
 Units (3)
 3 hours lecture per week
 hours blank per week

- 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.

- Gen Ed Categories
 Lab Fee Required
 Hegis Code
- Graded
 CR/NC Repeatable for up to _____ units
 A - F Multiple
 Optional Enrollment in (Student's same semester choice)

- 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: <http://senate.csuci.edu/comm/curriculum/resources.htm>)
 Service Learning Course

NEW

Prefix SOC/ENG/COMM Course# 322 Title Sociology of Popular Culture
 Units (3)
 3 hours lecture per week
 hours blank per week

- 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.

- Gen Ed Categories
 Lab Fee Required
- Graded
 CR/NC Repeatable for up to _____ units
 A - F Multiple
 Optional Enrollment in same (Student's semester choice)

2. Mode of instruction (Hours per Unit are set for you)

Existing

	Units	Hour Per Unit	Benchmark Enrollment	CS# Units (filled out by Dean)
Lecture	<u>3</u>	<u>1</u>	<u>30</u>	_____
Seminar	_____	<u>1</u>	_____	_____
Laboratory	_____	<u>3</u>	_____	_____
Activity	_____	<u>2</u>	_____	_____
Field Studies	_____	_____	_____	_____
Indep Study	_____	_____	_____	_____
Other blank	_____	_____	_____	_____

Proposed

	Units	Hour Per Unit	Benchmark Enrollment	CS# Units (filled out by Dean)
Lecture	<u>3</u>	<u>1</u>	<u>25-30</u>	_____
Seminar	_____	<u>1</u>	_____	_____
Laboratory	_____	<u>3</u>	_____	_____
Activity	_____	<u>2</u>	_____	_____
Activity	_____	<u>2</u>	_____	_____
Activity	_____	<u>2</u>	_____	_____
Activity	_____	<u>2</u>	_____	_____

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

OLD

NEW

- (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

Jihad?

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

NEW 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.

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>. 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
Proposer of Course Modification

10/13/07
Date

Approvals

Program/Course:

Program Chair(s)

Date

General Education Chair(s)

Date

Curriculum Committee Chair(s)

Date

Dean of Faculty

Date