Course Change Request

Date Submitted: 03/06/18 3:42 pm

Viewing: COMM 340: Communication and Popular Culture

Last approved: 02/23/18 3:28 am

Last edit: 03/08/18 8:26 am

Changes proposed by: n-street

Catalog Pages referencing this course
- COMM - Communication (COMM)
- Department of Communication
- University Core Curriculum

Programs referencing this course
- BS-SPMT-SP: Sport Management - BS, Internship Track
- BS-SPMT-SPN: Sport Management - BS, Non-Internship Track
- BA-INTS-ICM: International Studies - BA, International Communication and Media Track

Faculty Senate Number: FSE-35-443

Contact(s)

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nancy Street</td>
<td><a href="mailto:n-street@tamu.edu">n-street@tamu.edu</a></td>
<td>979-862-6968</td>
</tr>
</tbody>
</table>

Rationale for Course

Edit

The proposed changes are part of a routine curriculum review.

Course prefix: COMM
Course number: 340

Department: Communication
College/School: Liberal Arts
Academic Level: Undergraduate

Undergraduate course level justification (Select One)
- College/Program Course Level Rubric

Academic Level (alternate): Graduate

Effective term: 2018-2019

Complete Course Title: Communication and Popular Culture
Abbreviated Course Title: COMM AND POPULAR CULTURE

Catalog course description:
Survey of theories and concepts of popular culture; dynamic relationships between pop culture and television, film, sports, politics and leisure.

Prerequisites and Restrictions:
Junior or senior classification or approval of instructor.

Concurrent Enrollment: No
Should catalog prerequisites / concurrent enrollment be enforced?: No

In Workflow
1. COMM Department Head
2. Curricular Services Review
3. LA Committee Preparer UG
4. LA Committee Chair UG
5. LA College Dean UG
6. UCC Preparer
7. UCC Chair
8. Faculty Senate Preparer
9. Faculty Senate
10. Provost II
11. President
12. Curricular Services
13. Banner

Approval Path
1. 03/07/18 2:44 pm
   Kevin Barge (kbarge): Approved for COMM Department Head
2. 03/08/18 8:26 am
   Sandra Williams (sandra-williams): Approved for Curricular Services Review
3. 03/08/18 12:00 pm
   Steve Oberhelman (s-oberhelman): Approved for LA Committee Preparer UG
4. 03/08/18 12:01 pm
   Steve Oberhelman (s-oberhelman): Approved for LA Committee Chair UG
5. 03/08/18 12:06 pm
   Steve Oberhelman (s-oberhelman): Approved for LA College Dean UG
6. 03/08/18 1:50 pm
   Sandra Williams (sandra-williams): Approved for UCC Preparer
7. 03/09/18 3:31 pm
   Sandra Williams (sandra-williams): Approved for UCC Chair

History

https://nextcatalog.tamu.edu/courseleaf/approve/
Learning Outcomes

Meets traditional face-to-face learning outcomes.

Describe how learning outcomes are met or provide justification why they are not met.

The learning outcomes are precisely the same as the learning outcomes for the face-to-face traditional course. The number of exams and the group project are precisely the same. The face to face lectures are replaced with an online lecture series that has additional links to videos and materials. This is a KCRA core curriculum course. The "Non-traditional course committee" composed of the Department Head and the Undergraduate Director note also that the assignments track from the learning outcomes.

Hours

Meets traditional face-to-face hours.

Describe how hours are met or provide justification why they are not met.

The online course features equivalent reading. The online class uses more of the book chapters than the face to face course and slightly fewer articles, but the page count is the same. Students will view and take notes on an online lecture series. The lecture series will link to additional materials including videos and articles. The time to view the lecture series and to watch the additional videos and articles is equivalent. The online class has a similar group project that satisfies the KCRA core curriculum component. It varies only in the platform used is GoogleSlides vs. SWAY.

Will this course be taught as a distance education course?

Yes No

I verify that I have reviewed the FAQ for Export Control Basics for Distance Education.

Yes

Is 100% of this course going to be taught in Texas?

Yes

Will classroom space be needed for this course?

No Yes

This will be a required course or an elective course for the following programs:

Required (select program)
Course Syllabus

Syllabus: Upload syllabus

Upload syllabus

COMM 340-Online Syllabus.docx
COMM 340-Fall 2017 Face to Face Traditional.pdf

Letters of support or other documentation: No Yes

Additional information: We wish to teach this course 201821 as an online course. We will continue to teach it in the classroom in other semesters.

Reviewer Comments: Sandra Williams (sandra-williams) (03/06/18 9:20 am); Rollback: You need to answer the question "Will sections of this course be taught as non-traditional?" and you will need to attach a traditional syllabus and a non-traditional syllabus (if applicable).

Sandra Williams (sandra-williams) (03/09/18 3:31 pm); UCC approved March 9 via e-vote.

Reported to state: No
Course description
This course focuses on the role popular culture has played throughout history in rhetorically shaping our understandings about race, power, ethnicity, gender, class, and other cultural markers in 21st century America. We will study various rhetorical and critical theories and then apply them to popular artifacts—such as television shows, films, sports, advertising, comic books, and other works of art—to understand how we use them, and are used by them.

COMM 340 is in the Core Curriculum in Creative Arts. It focuses on appreciation and analysis of creative artifacts and works of human imagination.

Students who satisfactorily complete this course should have developed their Critical Thinking, Communication, Social Responsibility, and Teamwork skills. You will achieve those learning outcomes with your ability to:

1. Explain how several rhetorical and critical methodologies work
2. Apply those methodologies to a broad number of texts
3. Critically interpret and analyze how popular culture artifacts construct our social knowledge about race, gender, identity, ethnicity, etc.
4. Articulate argumentative positions identifying the persuasive power of popular culture artifacts through written, visual and oral communication
5. Work cooperatively as a team on achieving COMM 340 learning outcomes.

Dr. Leroy G. Dorsey (not pictured above) earned his PhD in Speech Communication from Indiana University. His research covers topics such as presidential rhetoric, myth, and popular media. He has written two books about the public rhetoric of President Theodore Roosevelt.

Contact information and office hours
Email: l-dorsey@tamu.edu
Office hours: By appointment (made by email only)
Office: Bolton 309E

Note: Popular culture media sometimes contains suggestive and crude language, sexual situations, and intense violence.
Course Materials Needed


Additional Materials
Use your NetId and password to login to the class site: [http://ecampus.tamu.edu](http://ecampus.tamu.edu). Look at the class site at least twice a week for updated information.

determine the final grade for participation.

Teams will be formed early in the semester, and topics assigned, during class.

Further instructions about the team project are on the class site on eCampus.

Exams
Three exams will be given during the semester. Exams will cover material from the lectures, textbook chapters, and the journal articles. You will need to bring a pencil and the grey 8 ½” X 11” TAMU scantron for each exam.

Exams will consist of multiple choice, true/false, and/or matching questions. The questions do not just test your memory; rather, they examine how well you have understood various theories and how well you can apply them to various artifacts.

You can view your exam during office hours up to one week after the Exam.

Missing an Exam

Make-up Exams will only be given, with no penalty, for University-excused absences as outlined in Student Rule 7.

If you do not have a University-excused absence, you will be docked 50% of the Exam's possible points.

You have up to one week after you return from your absence to take the Make-Up Exam, else you will earn a zero on that Exam.

You are responsible for arranging the Make-up Exam with the Instructor first. After that, Make-up Exams will be held on Weds. at 9am in Bolton 107 (subject to change).

Note: I expect you to respect your classmates, the learning process, and me. Intellectual exchange about differing concepts is expected and encouraged—insulting rhetoric is not. Remain civil to keep your insights productive.
Getting Library Articles
Go to the University Libraries home page at http://library.tamu.edu/. Paste the full article title in the “Quick Search” box. (Full article citations found in “Reading Bibliography” on eCampus class site.)

Getting Notes if Absent
Use the “Seeking Class Notes” Discussion Board on the eCampus class site to ask your classmates if they’d be willing to share their notes. The Instructor does not share his notes.

Studying Strategies
Read the articles/textbook before class so that you can better understand the lecture.

In the textbook, pay close attention to key theoretical concept terms—green bolded.

In the articles, read and find the claim(s) the author is making about what the artifact is communicating.

In the articles, read and find the evidence the author is using to demonstrate how the artifact is communicating.

Write out the answers to the what and how of the articles, and study those answers.

During lectures, do not just copy terms from the slides—write down what the Instructor says about those terms, write down the examples he uses to explain those terms—be detailed.

Extra Credit
There is no extra credit available for this class.
Things to Know

ADA Statement
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, currently located in the Disability Services building at the Student Services at White Creek complex on west campus or call 979-845-1637. For additional information, visit http://disability.tamu.edu.

Academic Integrity
"An Aggie does not lie, cheat or steal, or tolerate those who do."

Cheating on an exam or on an assignment will result in earning a zero for it. For additional information regarding penalties, visit: http://aggiehonor.tamu.edu.

Use of Electronics
Electronic devices can be used only for learning purposes only during class.

Please silence all devices during class.

Lectures cannot be audio nor video recorded.

Any material distributed by the Instructor as part of this class is copyright protected.

Student Learning Outcomes
Texas A&M University has identified student-learning outcomes that describe our institutional commitment to your educational goals. Some of these outcomes include the ability to demonstrate critical thinking; effective communication; and social, cultural, and global competence. For the other Outcomes and further information, please see the TAMU Undergraduate Catalog, http://catalog.tamu.edu/undergraduate/general-information/student-learning-outcomes/.

Miscellaneous
Check the various folders and important documents on eCampus for complete instructions related to the assignments, the full bibliography for class readings, etc.

Use l-dorsey@tamu.edu to contact me. Do not use the eCampus email system.

I will respond to emails sent from your TAMU account within 24 hours, Monday through Friday. If you email a question that is answered already on the syllabus or documentation on eCampus, there will be no response.

The class schedule could change. All adjustments will be announced in class and via TAMU email. As always, check TAMU email at least twice a day.

At the end of the semester, don’t say, “I need a certain grade because [fill in the blank],” because you’re asking for an arbitrary elevation of your grade. The Instructor cannot arbitrarily change your grade as that is unethical.

Consider:

#GamerGate
Several female game designers and media journalists were victims of verbal harassment and death threats on Twitter for their critiques of sexism in the male-dominated video game industry. We will examine how popular culture constructs gender identity.

Black Santa
When the Mall of America hired its first African American Santa Claus in 2016, some people on social media registered their displeasure that a black man would play Santa. We will examine how popular culture constructs race and ethnicity.

Technology
German scientists recently introduced a robot priest that can beam light from its hands and give an automated blessing to worshippers in five different languages. We will examine how popular culture constructs what it means to be human in the age of technology.
# Tentative Course Schedule
(subject to change)

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Course Topic</th>
<th>Important Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon</td>
<td>8/28</td>
<td>Introduction to Popular Culture</td>
<td>Read Sellnow, Ch. 1</td>
</tr>
<tr>
<td>Wed</td>
<td>8/30</td>
<td>Rhetorical Criticism</td>
<td>Read Sellnow, Chs. 2 &amp; 7</td>
</tr>
<tr>
<td>Mon</td>
<td>9/4</td>
<td>Visual Perspectives</td>
<td>Read Sellnow Ch. 9</td>
</tr>
<tr>
<td>Wed</td>
<td>9/6</td>
<td>Advertising</td>
<td>Read Marcellus, &quot;Nervous Women&quot;</td>
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<tr>
<td>Mon</td>
<td>9/11</td>
<td>Good Girls</td>
<td>Read Do Rozario, &quot;Disney Princess&quot;</td>
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<tr>
<td>Wed</td>
<td>9/13</td>
<td>Bad Women</td>
<td>Read Sherwin, &quot;Deconstructing&quot; (at eCampus class site) [Team Designations]</td>
</tr>
<tr>
<td>Mon</td>
<td>9/18</td>
<td>Tough Chicks</td>
<td>Read Eammons &amp; Mocarski, &quot;She Poses&quot;</td>
</tr>
<tr>
<td>Wed</td>
<td>9/20</td>
<td>Teams Work in Class</td>
<td>Project Overview and Strategies</td>
</tr>
<tr>
<td>Mon</td>
<td>9/25</td>
<td>Exam #1</td>
<td></td>
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<tr>
<td>Wed</td>
<td>9/27</td>
<td>Narrative</td>
<td>Read Sellnow, Chs. 3</td>
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<tr>
<td>Mon</td>
<td>10/2</td>
<td>Myth and America's Frontier</td>
<td>Dickinson, et al., &quot;Memory and Myth&quot;</td>
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<tr>
<td>Wed</td>
<td>10/4</td>
<td>War</td>
<td>Carney &amp; Stuckey, &quot;World as American Frontier&quot;</td>
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<tr>
<td>Mon</td>
<td>10/9</td>
<td>Comic Books</td>
<td>Read Emad, &quot;Wonder Woman&quot;</td>
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<tr>
<td>Wed</td>
<td>10/11</td>
<td>He-Men</td>
<td>Read Ciasullo &amp; Magill, &quot;Jump Street&quot;</td>
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<tr>
<td>Mon</td>
<td>10/16</td>
<td>Native Americans</td>
<td>Merskin, &quot;Native Americans&quot;</td>
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<tr>
<td>Wed</td>
<td>10/18</td>
<td>Black Male Body</td>
<td>Read Schroeder, &quot;Passing&quot;</td>
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<tr>
<td>Mon</td>
<td>10/23</td>
<td>Exam #2</td>
<td></td>
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<tr>
<td>Wed</td>
<td>10/25</td>
<td>Teams Work in Class</td>
<td>Project Strategies [Proposal Due Thu 10/26 by 5pm]</td>
</tr>
<tr>
<td>Mon</td>
<td>10/30</td>
<td>Black Female Body</td>
<td>Read Moffitt &amp; Harris, &quot;Princess and the Frog&quot;</td>
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<tr>
<td>Wed</td>
<td>11/1</td>
<td>The Others</td>
<td>Read Cheung, &quot;Anxious&quot;</td>
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<tr>
<td>Mon</td>
<td>11/6</td>
<td>Neo-Marxism</td>
<td>Read Sellnow, Ch. 6</td>
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<tr>
<td>Wed</td>
<td>11/8</td>
<td>Media-Centered Perspectives</td>
<td>Read Sellnow, Ch. 10</td>
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<tr>
<td>Mon</td>
<td>11/13</td>
<td>Horror</td>
<td>Read Winter, &quot;Horror Movies&quot;</td>
</tr>
<tr>
<td>Wed</td>
<td>11/15</td>
<td>Technology</td>
<td>Read Weinbrenner, &quot;Impact of Technology&quot;</td>
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<tr>
<td>Mon</td>
<td>11/20</td>
<td>50s Science Fiction</td>
<td>Read Anisfield, &quot;Godzilla&quot; (at eCampus class site)</td>
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<tr>
<td>Wed</td>
<td>11/23</td>
<td>Post-Modern Science Fiction</td>
<td></td>
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<tr>
<td>Wed</td>
<td>11/29</td>
<td>Exam #3</td>
<td>Sway Project due on Fri, 12/1 by 9am</td>
</tr>
<tr>
<td>Wed</td>
<td>12/6</td>
<td>Final Presentations</td>
<td>Review &amp; Participation Due by 9am</td>
</tr>
</tbody>
</table>

**Thu 11/23 - Fri 11/24, Thanksgiving Holiday**
COMMUNICATION AND POPULAR CULTURE
SYLLABUS

Instructor: Ms. Krystal Fogle
Email: krystal.fogle@email.tamu.edu
Office Hours: Available on Google Hangout by appointment. All email answered within 24 hours.
Monday 8:00 am thru Friday 5:00 pm.

Course Description: Survey of theories and concepts of popular culture; dynamic relationships between pop culture and television, film, sports, politics and leisure.

The study of popular culture examines how cultural artifacts communicate and persuade.

Prerequisites: None. This is a junior/senior level course

Core Curriculum: COMM 340 is in the Core Curriculum in the foundational component of Creative Arts. It focuses on appreciation and analysis of creative artifacts and works of human imagination. Students who satisfactorily complete this course should have developed their Critical Thinking, Communication, Social Responsibility, and Teamwork skills. You will achieve these Core Objectives through meeting the Student Learning Outcomes.

Student Learning Outcomes:
1. Explain how several rhetorical and critical methodologies work
2. Apply those methodologies to a broad number of texts
3. Interpret and analyze how popular culture artifacts construct our social knowledge about race, gender, identity, ethnicity, etc.
4. Articulate argumentative positions identifying the persuasive power of popular culture artifacts through written, visual and oral communication
5. Work cooperatively as a team on achieving COMM 340 learning outcomes.

Textbook and Materials
Articles posted on Ecampus and/or available through library.tamu.edu

Grading
Three Exams each worth 100 points each. Each has 25 questions. 35 minutes to complete exam.
Exam I open July 11-13. 25 questions.
Exam II open July 25-27. 25 questions.
Exam III open 8:00 am to 5:00 pm on August 7

One Team project worth 100 points distributed as:
10 points for project proposal
60 points for GoogleSlide Set
10 points for Team Review of another Team’s Slide Set
20 points for Team Project contribution (See rubric on Ecampus.)

Final Course Grade:
360-400 points=A. 320-359 points=B 280-319 points=C
240-279 points=D 0-239 points=F

Academic Integrity Statement and Policy - An Aggie does not lie, cheat or steal, or tolerate those who do. - http://aggiehonor.tamu.edu There is a zero-tolerance policy for any act of scholastic dishonesty.
**Attendance & Make-up Policy**  
Failure to complete exams and to submit coursework in Ecampus by the deadlines specified in the calendar without documentation of a University Excused Absence, will result in a “0” being recorded for your grade. Please see Student Rule 7 [http://student-rules.tamu.edu/rule07](http://student-rules.tamu.edu/rule07)

**Americans with Disabilities Act (ADA) Policy Statement**  
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, currently located in the Disability Services building at the Student Services at White Creek complex on west campus or call 979-845-1637. For additional information visit [http://disability.tamu.edu/](http://disability.tamu.edu/)

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### Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment</th>
</tr>
</thead>
</table>
| **WEEK ONE**  
July 3-July 6  
(JULY 4 is a Holiday) | Introduction to Popular Culture  
Rhetorical Criticism  
Visual Perspectives | Chapter 1  
Chapter 2 & 7  
Chapter 9 | Complete popular culture interest quiz. Results will be used to match you with team members  
View and take notes on corresponding Video Lecture Series 1 online |
| **WEEK TWO**  
July 9-July 13 | **Project Teams assigned in Ecampus by Monday morning at 8:00 am**  
Politics and Popular Culture  
How are current mores communicated through _______ (cultural artifact)?  
Fantasy Themes  
Narrative  
Chapter 3 & 5 | Contact your Team members in the Groups section of Ecampus by 8:00 am, Tuesday, July 10  
Project Proposal due in Ecampus by 5:00 pm on Thursday, July 12  
View and take notes on corresponding Video Lecture Series 2 online |
| **WEEK THREE**  
July 16-July 20 | Communication and Gender  
Gender Stereotypes  
Social Media Representations  
“Shondaland”  
View and take notes on corresponding Video Lecture Series 3 online |
| **WEEK FOUR**  
July 23-27 | Fan Culture  
Fandom and Social Media  
Cultivating Mutual Awareness and Interaction  
“Taylor Swift”  
Chapter 4 | Continue to work on Project with Team  
View and take notes on corresponding Video Lecture Series 4 online |

**EXAM I**  
Work on Project with team.  
View and take notes on corresponding Video Lecture Series 3 online

**EXAM II**  
Continue to work on Project with Team  
View and take notes on corresponding Video Lecture Series 4 online
| WEEK FIVE  
July 30-Aug 3 | Popular Media  
Read Chapter 6 | URL of Team Project posted in Ecampus by 5:00 pm Tuesday, July 31  
View and take notes on corresponding Video Lecture Series 5 online  
Team Project Review due in Ecampus by 5:00 pm Friday, Aug 3rd |
|---|---|---|---|
| Last Week  
Aug 6 | Course Wrap-up  
Complete Team Participation survey | | Team Participation survey due in Ecampus by 5:00 pm Monday, Aug 6th |
| Exam on Aug 7 | | | EXAM III |