

Effective: Fall 2020

COURSE INFORMATION

Course Title: Popular Culture

Course Number: CMNS 250

Credits: 3

Total Weeks: 14 (Fall, Spring)
12 (Summer)

Total Hours: 39

Course Level: ☐ First Year ☒ Second Year
☐ New ☐ Revised Course
☐ Replacement Course

Department: Humanities

Department Head: G. Kim

Former Course Code(s) and Number(s) (if applicable): N/A

Pre-requisites (If there are no prerequisites, type NONE): CMNS 110 or CMNS 130 or equivalent

Co-requisite Statement (List if applicable or type NONE): NONE

Precluded Courses: N/A

COURSE DESCRIPTION

The purpose of this course is to develop students' ability to critically analyze popular culture in a variety of media (film, print, graphic novels/comics, music, television and news media). The first section of the course will focus on fundamental concepts related to the study of popular culture in the 20th and 21st centuries such as: the rise of the television and film industries, representation and identity, and popular notions of the differences between "art" and "junk" culture. In the second section of the course, students will learn how popular culture enters dominant social and political discourses through mainstream news media.

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Define key concepts related to cultural studies and audience analysis
- Discuss various theoretical approaches to understanding popular culture
- Apply these course concepts critically to case studies and examples of popular culture
- Discuss how popular culture has evolved through the early twentieth century to the present
- Critically discuss popular culture texts both orally and in writing
- Evaluate the representation of race and gender in popular culture texts
- Construct an argument about the representation of identity in popular culture
- Evaluate how popular culture texts reflect and respond to dominant discourses and ideology

INSTRUCTION AND GRADING

Instructional (Contact) Hours:

Type	Duration
Lecture	39
Seminars/Tutorials	
Laboratory	
Field Experience	
Other (<i>specify</i>):	
Total	39

Grading System: Letter Grades ☒ Percentage ☐ Pass/Fail ☐ Satisfactory/Unsatisfactory ☐ Other ☐

Specify passing grade: 50%

Evaluation Activities and Weighting (total must equal 100%)

Assignments: 30% <i>Specify number of, variety, and nature of assignments:</i> Image analysis, group video presentation	Lab Work: %	Participation: 5%	Project: 20% <i>Specify nature of project:</i> Paper
Quizzes/Test: %	Midterm Exam: 15%	Final Exam: 30%	Other: % <i>Specify:</i>

TEXT(S) AND RESOURCE MATERIALS

Provide a full reference for each text and/or resource material and include whether required/not required.

None. Readings will be posted on C4 (see attached reading list).

COURSE TOPICS

List topics and sequence covered.

Week	Topic
Week 1	Introduction and Review of Semiotics
Week 2	History of the Comic Book and Comics Code Authority
Week 3	Comics: Youth Culture/ "Junk" Culture
Week 4	Film and the Culture Industry
Week 5	Film: Representations of Identity
Week 6	Film and Gender
Week 7	MIDTERM EXAM
Week 8	Discourse and Popular Culture
Week 9	Social Media: Popular Culture and Hegemonic Communicative Practice
Week 10	Popular Culture and News Media
Week 11	Celebrity and Television
Week 12	Music and Race
Week 13	Final Exam Review
Week 14	FINAL EXAM

NOTES

1. Students are required to follow all College policies. Policies are available on the website at: [Coquitlam College Policies](#)
2. To find out how this course transfers, visit the BC Transfer Guide at: bctransferguide.ca

Last Revised: Fall 2020

Last Reviewed: September 2024