
SYLLABUS

Humi 006 – Popular Culture (M/W 11:30 AM – 1:20 PM)

Course Description

Utilizes the methods of the humanities in a critical analysis of popular culture. This inquiry is framed in multicultural, historical and political contexts and will evaluate how popular culture is created and sustained by mass media and techniques of mass production, marketing and distribution. Students examine how social meaning is constructed by the "texts" of popular culture in a constantly changing era of globalization of information and economies.

Course Overview

This course will encourage you to become more consciously aware of the impact popular culture has on your life. The course will have you examine various artifacts of popular culture (including television shows, movies, advertisements, music, historical events, fashion trends, and much more) and analyze their meaning and significance to your worldview. In particular, students will take a closer look at how popular culture has perpetuated myths related to personal identity, love and relationships, materialism, and the pursuit of happiness.

Student Learning Outcomes

- Student Learning Outcome: Students synthesize their critical thinking, imaginative, cooperative, and empathetic abilities as whole persons in order to contextualize knowledge, interpret and communicate meaning, and cultivate their capacity for personal, as well as social change.
- Student Learning Outcome: Students will interpret the value and meaning of the "texts" of popular culture in order to characterize the functions of pop culture media as not only entertainment but political and social commentary and artifacts of historical context.

Course Goals

Upon completion of this course, students will have accomplished the following:

1. Established a vocabulary with which they can critically analyze popular culture.
2. Reviewed the evolution of various aspects of American popular culture from the 1950s through the 1980s, and its form in the present day.
3. Critically assessed current American popular culture and identify the various beliefs and values that are perpetuated by its artifacts.
4. Reflected on some personally significant artifacts of popular culture in order to become consciously aware of the positive and negative influences it has had on their lives.

Instructor Information

Javy Galindo

Fall, 2019

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Phone: (408) 357-0504

Office Hours: M/W 11-11:20 PM & 3:30-4 PM, F 12:30-1:20 PM in Baldwin Winery.

Course Website: <http://www.javygalindo.com/popculture>

Course Expectations and Requirements

Attendance

- Students with perfect attendance (no absences, late arrivals, or early departure) will have 10% added to their final exam grade. Students with no more than 1 absence & 3 late/left early marks will have 5% added to their final exam grade.
- Students may miss a total of 2 class meetings (4 hrs) without penalty during the term. 10 pts will be deducted from a student's participation grade for every absence beginning with the 3rd absence. A 4th absence may result in an automatic F and dismissal from the course. Students are highly encouraged to speak to the instructor after his/her 4th absence. Do not assume that you will be automatically dropped.
- It is a student's responsibility to obtain any information or assignments they may have missed while absent.
- Attendance will be taken at the beginning of class on a daily basis. **It is the student's responsibility** to ensure that his/her name has been recorded accurately on daily attendance sheets.
- Students are expected to come to class *on time* and stay for the duration of the class meeting. 2 pts will be deducted from a student's participation grade for every late and left early beginning with the fifth.
- Students who arrive late or leave early must do so respectfully, causing minimal distraction to the rest of the class.

Classroom Policies

- All homework will be due at the beginning of class. Late assignments will not be accepted. Exceptions may be made for extenuating circumstances for partial credit. No assignments will be accepted that is more than one week late, regardless of circumstances.
- Students are expected to be in class on time and may miss assignments and graded activities if they arrive late.
- Place all phones and pagers to vibrate. **Using electronic devices such as laptops, mobile phones, and pagers is NOT permitted during class time without instructor approval.** Students who use electronic devices without prior permission from the instructor may be asked to leave.
- Be respectful to others in the class and behave in a professional manner. Students who the instructor deems as being disrespectful to the class may be immediately dropped from the course.

Grading

- There are no make-up exams or make-up quizzes. The lowest of the four quiz scores will be dropped when calculating the student's final grade. All quizzes require a Scantron: either #2052 (Brown) or #882-E (Green).
- Class discussions will frequently feature small-group work. It is expected that students will participate actively in these groups in a respectful manner. Students not fully engaged in small-group work may be asked to leave and will not receive credit for the assignment.
- Academic honesty is imperative in all written work. Plagiarism, the use of unauthorized electronic devices during quizzes, and other violations will automatically result failing grade in the course, and will be reported to the Dean of Academics. Students who are unsure about standards for academic honesty should consult with me.

Participation (120 pts)	30%	Midterm Exam (40 pts)	10%
Final Exam (80 pts)	20%	Final Project (40 pts)	10%
Quizzes (80 pts)	20%	Midterm Project (40 pts)	10%

Letter Grade	Percentage Range
A+	96.5-100
A	92.5-96.4
A-	89.5-92.4
B+	86.5-89.4
B	82.5-86.4
B-	79.5-82.4
C+	76.5-79.4
C	69.5-76.4
D+	66.5-69.4
D	62.5-66.4
D-	59.5-62.4
F	0-59.4

Required Textbook

- All of the required readings will be distributed to students electronically through our course website.
- Most of our “readings” are videos found on youtube.com, hulu.com, and various network television websites and may require a nominal fee. It is your responsibility to find ways to view videos from these sites. Please see me within the first week if you need assistance.
- Optional Text:
 - "Mix It Up" 2nd Edition by Grazian, D. W. W. Norton & Company, 2017.
 - "Discovering Popular Culture" by Tomasino, A. Pearson, 2006.
 - "Pop Culture: Student Workbook" by Galindo, J. Enlightened Hyena Press, - 2018.

**The following course schedule is an approximate schedule and subject to change.*

*Course Schedule	
Week 1	Topics: Introduction to the Course. What are the Humanities? What is Pop Culture? Why Study Popular Culture? What are Pop Culture Artifacts? <ul style="list-style-type: none"> • 9/23 – No HW • 9/25 – Review Syllabus. Check website. Read: Online article.
Week 2	Topics: How to “Read” Pop Culture Artifacts: Investigating pop cultural artifacts of the 1950s and 1960s. <ul style="list-style-type: none"> • 9/30 – Prepare for Quiz #1. Read: Online articles on the 1950s. Watch assigned episode of “I Love Lucy” & “Amos & Andy”. • 10/2 – Read: Online articles on the 1960s. Watch assigned episode of “Gilligan’s Island”
Week 3	Topics: How to “Read” Pop Culture Artifacts: Investigating pop cultural artifacts of the 1970s and 1980s. <ul style="list-style-type: none"> • 10/7 –Read: online article. Watch video. Bring “Influential Artifacts” project type proposal. • 10/9 – Read: online article. Watch video. • 10/13 – Submit formal Artifact Presentation proposal online.

Week 4	<p>Topics: The influence of 1980s films on modern culture. Film screening and analysis. (Last ½ of day 2 will be a group workshop day.)</p> <ul style="list-style-type: none"> • 10/14 - Prepare for Quiz #2. Watch video. Work on group project. • 10/16 – Work on group project.
Week 5	<p>Topics: Group Presentations - “Influential Artifacts” & Midterm Preparation</p> <ul style="list-style-type: none"> • 10/21 - All project worksheets due. Work on presentation.
Week 6	<p>Topics: Midterm. The Power of Myths – Influential Myths Perpetuated by general '80s pop culture (particularly about technology).</p> <ul style="list-style-type: none"> • 10/28 – Prepare for Midterm Exam • 10/30 – Read: online articles.
Week 7	<p>Topics: Modern American Pop Culture Myths – The Search for Self-Identity Part I: A look at how current popular culture perpetuates myths concerning physical beauty and gender roles.</p> <ul style="list-style-type: none"> • 11/4 – Read: online article. • 11/6 - Read: online articles.
Week 8	<p>Topics: Modern American Pop Culture Myths – 1) The Search for Self-Identity Part II: A look at how current popular culture perpetuates myths about race. 2) The Good Family: A look at how current popular culture defines relationships within the family structure.</p> <ul style="list-style-type: none"> • 11/11 – NO CLASS (Veterans Day). • 11/13 - Prepare for Quiz #3. Read: online • 11/17 – Submit formal proposal for “Myths we Live by” online.
Week 9	<p>Topic: Modern American Pop Culture – The Search for True Love.</p> <ul style="list-style-type: none"> • 11/18 –Read: online article. • 11/20 - Read: online articles.
Week 10	<p>Topics: Modern American Pop Culture Myths - The Search for Lost Treasure: A look at consumerism, commercials, popular food, and the American Dream.</p> <ul style="list-style-type: none"> • 11/25 - Prepare for Quiz #4. Read: online article. • 11/27 - Read: online articles.
Week 11	<p>Topics: Group Presentations - “The Myths we Live By”, The Truth about Happiness.</p> <ul style="list-style-type: none"> • 12/2 – All project worksheets due. Work on presentation.
Week 12	<p>Topics – Final Exam</p> <ul style="list-style-type: none"> • 12/9 (MON) – Final Exam 11:30 PM - 1:30 PM