

POPC 1650 Popular Culture and the Media-Online

Instructor Information

Dr. Matthew A. Donahue

Office: **Shatzel Hall Room 348**

Office hours/availability: I hold face-to-face office hours on campus at my office at **348 Shatzel Hall** from 100-4:00, Tuesdays, please email me if you want to set up an appointment during this time.

I am always available to answer your questions or concerns via email, and will make every attempt to reply within a 24-hour period with exception of Friday after 5:00 PM, Saturday and Sunday.

Email address: **mattdon@bgsu.edu**

URL: **www.md1210.com**

***IF SENDING A QUESTION VIA EMAIL PLEASE INCLUDE
“POPC 1650” IN THE SUBJECT LINE**

COURSE AIM

This course is an introduction to the study of various forms of media as they relate to Popular Culture Studies. This course is aimed at the general student who wishes to learn about the history and development of such media forms as television, film, popular music, radio, internet, advertising and how they reflect and influence American culture. This course will also introduce students to cultural studies approaches of examining the media to learn how to think critically about the mass media and its connection/relation to popular culture. A variety of readings, television programs, films, sound recordings/music videos, radio programs, websites, advertisements and other cultural forms will be analyzed from a historical and cultural point of view. As this is an introductory course, hopefully this course will inspire you to take other courses related to these topics in the Department of Popular Culture. At the end of this course, you should have a keen grasp of the historical, cultural, and theoretical issues surrounding media scholarship and popular culture. It should be noted that some of the material in this course may be adult in nature.

STUDENT LEARNING OUTCOMES

BGP Student Learning Outcomes (Humanities & Arts) (HA)

POPC 1650 Student Learning Outcomes (LO)

HA1. Apply humanistic modes of inquiry and interpretation in the illustration of the discipline's connection to human values.

LO1. Explore the connection between popular culture and the media

HA2. Demonstrate a fundamental critical understanding of the role of arts, language, and/or media in culture and society.

LO2. Understand the role of the mass media and the way it reflects and influences culture and society

HA3. Examine how the social and cultural contexts of creative endeavors arise over a variety of historical periods.

LO3. Examine the media and popular culture from a historical and cultural studies perspective

HA4. Illustrate the development of verbal and non-verbal communication in the humanities and/or the arts.

LO4. Develop fluency in verbal and non-verbal communication through reading and writing about the media and popular culture

Required Reading

Campbell, Richard. Media and Culture an Introduction to Mass Communication 7th edition. In an effort to keep textbook affordability down, we are using the 7th edition for this course. This syllabus is based off of the 7th edition of the textbook, so if you have/or purchase the 8th or 9th edition be sure to review the table of contents, as there is a minor change in the order of the chapters of the 8th and 9th editions. This book is available new and used at online bookstores such as Amazon.com etc...I have also placed copies on reserve at the circulation desk at Jerome Library on Main Campus, there are also copies available at the Circulation Desk at the Firelands Campus Library. **WITHOUT THE BOOK IT IS LIKELY THAT YOU WILL NOT BE ABLE TO PASS THIS COURSE.....AS THE NOTES, DISCUSSION BOARD QUESTIONS AND EXAMS ARE**

BASED UPON MATERIAL FROM THE BOOK....

Course Delivery

This is an online course and will be delivered completely online and you are not required to attend class face to face at any time. However it is important that you follow the attendance/participation guidelines and meet due dates and deadlines for readings, discussion board questions, research paper, media analysis paper and exams. Communication will be through the “Announcements” on the course’s Canvas page and through BGSU’s email system. **IF YOU HAVE A PROBLEM, QUESTION OR CONCERN, CONTACT YOUR INSTRUCTOR VIA EMAIL at mattdon@bgsu.edu.....AND INCLUDE POPC 1650 COURSE IN THE SUBJECT LINE!!!**

We will be examining sixteen topics related to popular culture and the media over the semester, one per week aka one chapter a week. These topics and their appropriate chapters in the book are listed in the course module section of this syllabus. Communication will occur between instructor and student, student and student and will include online postings, questions for discussion, and email/”Announcements” on the course’s Canvas page. **I WILL SEND UPDATES AND ANNOUNCEMENTS ABOUT THE COURSE REGULARLY THROUGH THE COURSE’S CANVAS ANNOUNCEMENT TAB, WHICH WILL ALSO TIE IN TO YOUR BGSU EMAIL ACCOUNT....SO BE SURE THAT YOU HAVE A BGSU EMAIL ACCOUNT AND AS MENTIONED ABOVE, CHECK IT REGULARLY.** The professor will post notes and Powerpoints related to the readings every Monday at 2:00 P.M. in the modules section on Canvas. You will find discussion questions, which each student must respond to on the modules page. These questions are related to the readings and the your own experiences related to the topic that week as a means for you the student to engage in discussion related to popular culture relevant to the chapters in the book. You are also required to respond to at least one of your classmate’s discussion board comments. This discussion will take place on the course’s modules section for this course. The student responses to the discussion board questions are due by Sunday at 11:00 P.M. of the week assigned.

Student Responsibilities

Efforts will be forthcoming from the instructor to help you be successful in the completion of the course. However courses offered online require you

the student to constantly maintain attention and participation. The following guidelines are intended to help you succeed. *Regularly log in to the course. Be sure to check the discussion board and on going discussions on the discussion board in the course module section, and check your BGSU email regularly as I will send announcements and updates to you via the Canvas Announcements tab, which will automatically be sent to your BGSU email. As stated previously, notes related to the readings will be posted every Monday at 2:00 P.M. followed by questions related to that topic that week which you must respond to in order to engage in discussion related to the material. You will find the notes and the discussion board questions on the Modules tab on Canvas. It is your responsibility to get these notes each week and read the required material from the textbook, and respond to the discussion questions on the modules tab each week. *Set aside time each week for this course...aka...read the material in the textbook, review the notes and Powerpoints each week that your professor will provide you every Monday at 2:00 P.M. on the Canvas Modules tab, and respond to the discussion board questions on the Canvas Modules tab, take the four exams and write a research paper and write a media analysis paper. *Contact the instructor via his BGSU email, if a personal or professional conflicts arise, or if clarification is required.

Computer Skills Needed

You will need basic computer skills in order to be successful in this course you must know how to use a word processor (changing font, spell check), use email for communication, send an email attachment, navigate the Internet, use an Internet search engine.

Required Resources

Access to an Internet connection (High Speed), internet browser Google Chrome or Firefox, a BGSU email account, access to MyBGSU and Canvas

Student Study Information/Expectations/Time Management ETC

We will be dealing with sixteen topics related to popular culture and the media, one per week. There are certain tasks that you are expected to complete each week for the course, read the assigned readings stated in the syllabus, respond to the discussion board questions and respond to your classmates discussion board comments. The first task related to the readings will require you to read the required readings from the book. I will provide

notes and a Powerpoint related to the readings, which will be posted every Monday at 2:00 P.M. each week on the course's Modules tab. Answer the discussion board questions that you are responsible for which can be found on the Modules tab on Canvas, which each student must respond to in order to engage in the discussion related to the material. The discussion board questions are related to the readings and your personal feelings and experiences with that type of media that we are dealing with that week. The student responses to the discussion board are due by Sunday at 11:00 P.M. of the week assigned. You should expect to write at least a page for each week's set of discussion board questions. You must also respond to the discussion board comments of your classmate who has posted before you...(if you are the first person to post to the discussion board, you will have to respond to the second person who posts...the commenting on your classmates discussion is related to the last question in the discussion board and relates to one's personal feelings about that popular culture and the media topic that we are dealing with that week.)

Attendance and Participation

As stated above, you are responsible for three activities each week related to that course module. The first two tasks relates to reading the readings and reviewing the notes. The third task requires you to respond to the discussion board questions. Basically you should expect to participate at least 3 hours a week for this course. You are expected to answer all of the discussion board questions and respond to at least one of your classmate's discussion board comments. Attendance (regular participation in the online classroom) is essential for maintaining the best learning environment. Learning occurs in relationship not only between student and course materials, but, just as importantly, peer to peer, professor to student and student to professor. This online class demands that the student be self-motivated and self disciplined. You are responsible to keep up with the schedule.

The Modules

There are sixteen modules to this course and you will be expected to examine the notes and Powepoints and partake in the discussion questions related to the chapter covered that week during the semester. As stated previously, notes related to the readings will be provided Monday at 2:00 P.M., each week in the course modules section of our course. You will find discussion questions, which each student must respond to in order to show that you have engaged yourselves with the material, your responses will take

place on the Modules tab on Canvas. You must also respond to at least one of your classmate's discussion board comments. The student responses to the discussion board are due by Sunday at 11:00 pm of the week assigned.

Attendance Policy

All participants are hereby forewarned that attendance is taken in this class like any other. The way the Canvas course shell works, I am able to track the number of hits each module gets, who has read it and who has responded to the Discussion Board questions.

Plagiarism Policy

Students enrolled in courses offered by the Department of Popular Culture whose work violates common standards of academic honesty will receive a failing grade for the course as a whole. All participants are hereby forewarned that no plagiarism will be tolerated and all suspected cases of borrowing without proper citation and documentation will be turned over to the appropriate College advising office.

Grading

You will be graded on the four exams, which are each worth 100 points, one research paper, which is worth 100 points, one media analysis paper which is worth 100 points and your participation on the questions for discussion which is worth 96 points (6 points each week), complete all sixteen modules questions for discussion receive 4 bonus points for a total of 100 points.

Grading Scale

90-100 (A) 80-89 (B) 70-79 (C) 60-69 (D) 59 and below (F)

Exams

There are a total of four exams for this course, the exams will be available on the Modules tab, and are listed below on the syllabus. The exams will test you on the key concepts from the readings from our textbook. The exams will be time sensitive and will be available on the Modules tab on that specific date, because the exam is time sensitive you will have a limited time to finish the exam, 75 minutes only. Time sensitive in this case means that you will only have 75 minutes in which to take the exam, once you have opened the exam the clock is ticking so do not delay or get distracted from

taking the exam. More information on the exams will follow as we move along in the semester. THE EXAM DATES AND TIMES ARE SET IN STONE.....FAILURE TO TAKE THE EXAM WILL RESULT IN A GRADE OF 0%.....THERE WILL BE NO MAKE UP EXAMS.

Questions for Discussion

In the modules tab are the discussion questions that you must respond to in depth, these questions are based upon the reading and your knowledge, interest and experiences with popular culture and the media. You are also required to respond to at least one of your classmate's discussion board comments. The student responses to the questions for discussion are due by Sunday at 11:00 P.M., of the week assigned. Consider the discussion questions a combination of two things that you would have to deal with in a face-to-face class, such as a classroom discussion and attendance for the course.

Questions for Discussion Conduct

Students are expected to display tolerance for other's views on the questions for discussion and through emails. Converse with others the same way you would in a traditional classroom. Comments and language should be respectful and appropriate for a college community. All comments should also follow acceptable grammar and spelling.

Research Paper

You are required to write one research paper for this course, the guidelines of which are here:

Popular Culture and the Media Research Paper Assignment

Write a 4 page paper, typewritten (over 4 pages is fine as long as it is within reason) on any topic related to popular culture and the media.

The paper should be historical in nature. So for instance if you were writing on a popular musician, items to consider for inclusion are, the life and times of the musician or musical group that you are writing upon, the genre of music that your artist performs in, who were other popular performers also working within the genre at the time, what effect your artist has had on popular music/popular culture, lyrics to songs to give a vision of what was happening in society at a particular period of time, interview material/quotes

from your artist or group to give a deeper look at the feelings/motivations of your artist, information on the release of important sound recordings, the values that your artists represents, and the myths, icons, rituals, stereotypes and heroes associated with your topic or artist etc.

This paper must be written with 12-point font and must be double-spaced. The papers must contain at least 6 sources, consisting of at least, one internet site, one book, one magazine article online or print format, one sound recording (if possible or relevant), one audio visual (if possible or relevant). You must use the MLA or APA style when writing or citing items in your paper. A bibliography must be included at the end of your paper and does not count as part of the 4 pages in length. Your papers must be 4 pages long, not 3 ½, and not written with large spaces between paragraphs or other such academic trickery.

The Popular Culture Library located on the fourth floor of Jerome Library and the Music Library Sound Recordings Archive located on the third floor of Jerome Library will be helpful when looking for topics related to your paper. Most of the items in these libraries do not circulate therefore it is wise to plan well in advance if using materials from these facilities.

*The research paper is due date is marked clearly on this syllabus.

NO LATE PAPERS WILL BE ACCEPTED, FAILURE TO TURN IN A PAPER WILL RESULT IN A 0% WHICH IS AN F.

Media Analysis Paper

Directions: This assignment asks you to serve as a cultural critic towards the end of the semester. Write a 3-4 page paper, double-spaced, 12-point font, using the cultural analysis techniques/topics that we have employed/learned about in this course this semester. Follow each of the steps detailed below and answer each of the questions in their entirety....AKA deal with the 4 Focus Areas.

Four Focus Areas of Media Analysis Paper which must be addressed

Select a specific item within a media form studied in this course for a textual analysis/interpretation. Examples of a specific item within a media form might include a film, an episode of a television series, a graphic novel, an album by an artist or musical group, a radio broadcast, a podcast, a website, a book, etc. Please consult with your instructor if you have any questions

about your specific item within the media that you are choosing. What is the text saying AKA what is the media form saying? What values does it endorse?

Focus Area 1 Choose one issue such as popular culture, race, class, gender, sexuality, violence, authority, individuality, responsibility, duty, conformity, success or happiness and other such issues and address how your item reflects/addresses the issue? (HA 1)

Focus Area 2 What role does your item play in reference to popular culture, the media and society?(HA 2)

Focus Area 3 How does the item of media build on the tradition of its genre or medium?(HA 3)

Focus Area 4 How does the item use the potential/tools of its medium in order to communicate a message?(HA 4)

Communication with Instructor

Announcements will be posted via on the course announcements tab on Canvas and your BGSU email. You should check your BGSU email regularly in order to access course related announcements. I will be checking my BGSU email regularly in order to access communications from students and will typically respond to communications within 24 hours. However, any communication sent after 5:00 P.M. on Friday through Sunday may not receive a response from me until the following Monday.

Guidelines on Readings

All reading assignments are due the week that they appear on the syllabus, therefore it is important to participate in this online class with the readings completed so that you can partake in the information and discussion related to the class.

Course Schedule

Week One

Module One

Defining Popular Culture, Media and Culture Studies

Required Reading

Chapter 1 Mass Communication: A Critical Approach

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

Week Two

Module Two

Defining Popular Culture, Media and Culture Studies

Required Reading

Chapter 15 Media Effects and Cultural Approaches to Research

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

Week Three

Module Three

The Internet and Computers

Required Reading

Chapter 2 The Internet and New Technologies: Media at the Crossroads

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

Week Four

Module Four

Popular Music

Required Reading

Chapter 3 Sound Recording and Popular Music

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

EXAM ONE (TIME SENSITIVE FOR 75 MINUTES) The first exam is covers modules one, two, three and four and their related chapters from the textbook.

Week Five

Module Five

Radio

Required Reading

Chapter 4 Popular Radio and the Origins of Broadcasting

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

Week Six

Module Six

Television, Cable and Satellite

Required Reading

Chapter 5 Television and the Power of Visual Culture

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

Week Seven

Module Seven

Television, Cable and Satellite

Required Reading

Chapter 6 Cable and the Specialization of Television

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

***Research Paper Due**

Week Eight

Module Eight

Film

Required Reading

Chapter 7 Movies and the Impact of Images

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

EXAM TWO (TIME SENSITIVE FOR 75 MINUTES) The second exam covers modules five, six, seven and eight and their related chapters

Week Nine

Module Nine

Print

Required Reading

Chapter 8 Newspapers and the Rise of Modern Journalism

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

Week Ten

Module Ten

Print

Required Reading

Chapter 9 Magazines in the Age of Specialization

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

Week Eleven

Module Eleven

Print

Required Reading

Chapter 10 Books and the Power Print

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

Week Twelve

Module Twelve

Advertising

Required Reading

Chapter 11 Advertising and Commercial Culture

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

EXAM THREE (TIME SENSITIVE FOR 75 5MINUTES) The third exam covers modules nine, ten, eleven and twelve and their related chapters.

Week Thirteen

Module Thirteen

Media Business

Required Reading

Chapter 12 Public Relations and Framing the Message

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

***Media Analysis Paper Due**

Week Fourteen

Module Fourteen

Media Business

Required Reading

Chapter 13 Media Economics and the Global Marketplace

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

Week Fifteen

Module Fifteen

Democracy and the Media

Required Reading

Chapter 14 The Culture of Journalism: Values, Ethics and Democracy

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

Week Sixteen

Module Sixteen

Democracy and the Media

Required Reading

Chapter 16 Legal Controls and Freedom of Expression

Lecture Materials

Notes provided in the Course Modules section of the course.

Answer Questions for Discussion and respond to at least one of your classmate's comments.

EXAM FOUR/FINAL EXAM (TIME SENSITIVE FOR 75 MINUTES) The fourth exam covers modules thirteen, fourteen, fifteen, and sixteen and their related chapters.

Academic Assistance for Students Related to Writing at the Learning Commons

The Learning Commons

The **Learning Commons** provides “one-stop-shop” academic support within the Jerome Library in the areas of Academic Coaching, Supplemental Instruction, Writing Consultations, Math/Stats Tutoring, subject groups and individual assistance.

For this course, students might want to take advantage of their Writing Consultation for research papers and movie reviews. If you need online help with the writing process, visit <https://www.bgsu.edu/learning-commons/writing.html>

The Learning Commons is a collaborative environment designed to foster independent learning to meet the needs of any student in any course at any time in the learning process. For more information, or to make an appointment: tlc@bgsu.edu ; 419-372-2823; www.bgsu.edu/learning-commons.html

Assistance for Students Related to Popular Music Materials

BGSU's Music Library Sound Recordings Archive

The Music Library and Sound Recordings Archives (ML/SRA) located on the third floor of Jerome Library supports curriculum in Music, Popular Culture, and American Culture Studies. With almost a million recordings, the Sound Recordings Archives represents the largest collection of popular music recordings in an academic library in North America. Our collections also include books, scores, and video formats covering music studies from

multiple angles.

Assistance for Students Related to Popular Culture

BGSU's Browne Popular Culture Library

The Browne Popular Culture Library (BPCL), founded in 1969, is the most comprehensive archive of its kind in the United States. Our focus and mission is to acquire and preserve research materials on American Popular Culture (post 1876) for curricular and research use.

Their collection strengths include research materials on popular fiction, popular entertainment, and the graphic arts. As an archive, the collection does not circulate, with the exception of their DVD collection. A large part of the collection is searchable via the library catalog and we maintain research guides and finding aids for browsing the remainder of the collection.