COMM M26: RHETORIC OF POPULAR CULTURE

Originator
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Co-Contributor(s)

Name(s)
Mora, Priscilla (pmora)

College
Moorpark College

Discipline (CB01A)
COMM - Communication Studies

Course Number (CB01B)
M26

Course Title (CB02)
Rhetoric of Popular Culture

Banner/Short Title
Rhetoric of Popular Culture

Credit Type
Credit

Start Term
Fall 2022

Formerly
SPCH M26 - Rhetoric of Popular Culture

Catalog Course Description
Studies U.S. popular culture. Examines the role of popular culture in the United States as a mediator of cultural values and attitudes. Evaluates representation of popular culture in advertising, film, television, sports, and politics.

Taxonomy of Programs (TOP) Code (CB03)
1506.00 - Speech Communication

Course Credit Status (CB04)
D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)
A (Transferable to both UC and CSU)

Course Basic Skills Status (CB08)
N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)
E - Non-Occupational

Course Cooperative Work Experience Education Status (CB10)
N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)
Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
Will not be required

Grading method
(L) Letter Graded

Alternate grading methods
(O) Student Option- Letter/Pass
(P) Pass/No Pass Grading

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Is this course part of a family?
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
52.5
Maximum Contact/In-Class Lecture Hours
52.5

Activity

Laboratory

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
52.5

Total Maximum Contact/In-Class Hours
52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
105
Maximum Outside-of-Class Hours
105

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Student Learning Outcomes (CSLOs)

	Upon satisfactory completion of the course, students will be able to:
1	analyze explicit and implicit messages in artifacts of popular culture for their impact on self-concept and social structures.
2	evaluate the influence of popular culture on mainstream acceptance or exclusion of subcultures and identity groups.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	define and give examples of how popular culture is created and evolves.
2	identify (with examples) and evaluate, orally and in writing, the influence of popular culture on self concept.
3	identify (with examples) and evaluate, orally and in writing, the influence of popular culture on social structures.
4	identify (with examples) and evaluate, orally and in writing, the influence of popular culture on mainstream acceptance of subcultures.
5	identify (with examples) and evaluate, orally and in writing, the influence of popular culture on individual perceptions of social issues.
6	compare and contrast the influence of popular culture on gender identity construction.
7	identify (with examples) and evaluate, orally and in writing, the form by which culture is communicated.

Course Content

Lecture/Course Content
5.00%
Definition of rhetoric
5.00%

Definition of culture
• Culture
• Subculture
• Popular culture
• Cultural control

20.00%
Cultural construction of gender.
• Cultural definition of femininity
• Cultural definition of masculinity
• Cultural definition of relational roles

10.00%
Mythic construction of the hero.
• Joseph Campbell's outline of the hero
• Classical hero myths
• "The Hero's Journey"
• Archetypal characters on the journey

20.00%
Popular culture and social movements.
• Feminism
• Masculine rebirth
• Environmentalism
• Political system

20.00%
Popular culture and music

20.00%
Cultural construction of excluded groups.
• Strategies of marginalization
• Fringe groups
• Radical groups/counterculture

Laboratory or Activity Content

n/a

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):
Essay exams
Objective exams
Other (specify)
Classroom Discussion
Participation
Reports/Papers/Journals

Other
Evaluation of student papers on the role of popular culture on their own identity formation.

Instructional Methodology

Specify the methods of instruction that may be employed in this course
Distance Education
Lecture

Describe specific examples of the methods the instructor will use:
Instructor will present course material through lectures.

Instructor will present course material through supplemental articles and videos.

Instructor will lead class discussions on relevant course topics.

Representative Course Assignments

Writing Assignments

develop an essay explaining the evolution of a standard mythic structure and its impact on popular culture.

write an essay explaining the impact of departing from the hero's journey in a film of the student's choosing.

write a short essay on how popular culture is supported and/or deconstructed in rhetoric on social issues such as: eating disorders, rape, domestic abuse, steroid abuse, etc.

Critical Thinking Assignments

analyze the impact of marginalization in popular culture after viewing contrasting recent films, which highlight a specific excluded group.

research the evolution of a standard mythic structure and its impact on popular culture.

Reading Assignments

read relevant articles about the marginalization of different groups in popular culture.

read relevant, current articles on the consequences of course concepts, such as rape culture.

Outside Assignments

Representative Outside Assignments

view contrasting recent films about a specific excluded group such as The Birdcage and Six Feet Under.

read appropriate journal articles which discuss mainstream depiction of excluded groups such as minorities, the homosexual community, etc.

read appropriate journal articles concerning the influence of popular culture on social movements.

read text explaining the nature and use of the hero's journey. View recent film which embodies the hero's journey such as: The Matrix, The Legend of Bagger Vance, Shrek, or Ever After.

read journal articles and collect mass mediated images to evaluate the cultural construction of femininity and masculinity.

Articulation

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU, Los Angeles	THA 250	Media, Culture and Identity	3

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
San Francisco City College	SPCH 8	Rhetoric of Popular Culture	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

C2. Humanities
Approved

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable
Yes

CSU Baccalaureate List effective term:
F2002

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

C2 Humanities: Literature, Philosophy, Languages Other than English
Approved

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

UC TCA

UC TCA
Approved

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 3B: Humanities
Approved

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals
Resource Type
Textbook

Description
Brummett, Barry (2015). *Rhetoric in Popular Culture* (4th). Sage.

Resource Type
Textbook

Description
Sellnow, Deanna D (2014). *The Rhetorical Power of Popular Culture: Considering Mediated Texts* (2nd). Sage.

Resource Type
Other Resource Type

Description
Articles from The Journal of Popular Culture.

Library Resources

Assignments requiring library resources
Research, using the Library's print and online resources, for essays and presentations on topics related to popular culture.

Distance Education Addendum

Definitions

Distance Education Modalities
Hybrid (1%–50% online)
Hybrid (51%–99% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.
Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.
Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/ discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructor to facilitate student learning outcomes.
E-mail	Email, class announcements and tools such as "Message Students Who" and "Assignment Comments" in Canvas will be used to regularly communicate with all students to clarify class content, remind of upcoming assignments, and provide immediate feedback to students on coursework to facilitate student learning outcomes. Students will be given multiple ways to email instructor through Canvas inbox and faculty provided email account through their own canvas email and school email.

Other DE (e.g., recorded lectures)	Faculty will use a variety of tools and media integrated within the LMS to help students reach SLO such as: Recorded Lectures, Narrated Slides, Screencasts Instructor created content MC Online Library Resources Canvas Peer Review Tool Canvas Student Groups (Assignments, Discussions) Websites and Blogs Multimedia (YouTube, Films on Demand, 3CMedia, Khan Academy, etc.)
Synchronous Dialog (e.g., online chat)	Online office hours Online group discussions
Video Conferencing	Video tools such as ConferZoom can be used to provide live synchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
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100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/ discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructor to facilitate student learning outcomes.

E-mail	Email, class announcements and tools such as "Message Students Who" and "Assignment Comments" in Canvas will be used to regularly communicate with all students to clarify class content, remind of upcoming assignments, and provide immediate feedback to students on coursework to facilitate student learning outcomes. Students will be given multiple ways to email instructor through Canvas inbox and faculty provided email account through their own canvas email and school email.
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Examinations

Hybrid (1%–50% online) Modality
On campus
Online

Hybrid (51%–99% online) Modality
On campus
Online

Primary Minimum Qualification
COMMUNICATION STUDIES/SPEECH

Review and Approval Dates

Department Chair
12/04/2021

Dean
12/08/2021

Technical Review
11/04/2021

Curriculum Committee
02/15/2022

DTRW-I
MM/DD/YYYY

Curriculum Committee
MM/DD/YYYY

Board
MM/DD/YYYY

CCCCO
MM/DD/YYYY

Control Number
CCC000435072

DOE/accreditation approval date
MM/DD/YYYY