One dictionary definition of popular culture is the "totality of socially transmitted behaviour patterns, arts, beliefs, institutions, and all other products of human work and thought." This definition allows us great freedom and scope. Students examine recent North American popular culture including trends, fads, styles, theories and the cult of the new. By exploring our perceptions of culture and the trivialization of society, students begin to appreciate how the media has relentlessly helped to shape today's values. Through online research, assigned readings, and participation in self-directed learning, students critique popular culture's place in North American society, concentrating on their decade of choice.

General Education Theme Area(s)

This is a General Education course that supports learning in the following theme area(s): Arts in Society, Social and Cultural Understanding

Relationship to Essential Employability Skills

This course contributes to your program by helping you achieve the following Essential Employability Skills:

EES 1 Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. (A,)

EES 2 Respond to written, spoken or visual messages in a manner that ensures effective communication. (A,)
EES 6 Locate, select, organize and document information using appropriate technology and information systems. (T,)
EES 7 Analyze, evaluate and apply relevant information from a variety of sources. (T,)
EES 10 Manage the use of time and other resources to complete projects. (T,)

Course Learning Requirements/Embedded Knowledge and Skills

When you have earned credit for this course, you will have demonstrated the ability to:

1.) Define culture and its importance to society.
   students will learn to redefine their perceptions of popular culture
   gathering, researching and synthesizing information

2.) Understand how most contemporary expressions of popular culture are extensions of traditional forms, values and formulas.
   defining an historical context by understanding the manner in which North American culture has evolved in recent decades: 50s-70s

3.) Analyze the importance of video culture and question how society relates to all mass media and the never-ending flow of information, infotainment and entertainment they provide.
   Analyze trends, interpret current and historical data

4.) To study a parade of personalities from Elvis to Madonna, from Kennedy to Trudeau, from Jesus Christ to Marilyn Monroe to view how society adores and trivializes its cultural figures
   Challenge conventional thinking

5.) To recognize the difference between celebrities and heroes.
   To think critically about biases and perceptions largely formed by media

6.) To understand how culture and the media affect individuals.
   Self-examination

Evaluation/Earning Credit

The following list provides evidence of this course’s learning achievements and the outcomes they validate:
Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 6, EES 1, EES 2

Assignment(s) (20%)
Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, CLR 5, CLR 6, EES 1, EES 2, EES 6, EES 7, EES 10

Discussion Forum (42%)
Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, CLR 5, CLR 6, EES 1, EES 2, EES 6, EES 7, EES 10

Journal/Reflective Assignment(s) (8%)
Validates Outcomes: CLR 1, CLR 2, CLR 3, EES 1, EES 2, EES 6, EES 7, EES 10

Students are expected to meet evaluation and completion deadlines as stated in course outline and course section information documents. In circumstances where evaluation and/or completion deadlines are missed or student performance has been affected by a temporary or permanent disability (including mental health), interim or retroactive accommodations may be considered. In such instances, please consult your course faculty member. For other situations where deferral of evaluations may be warranted, please refer to college policy AA21.

Learning Resources


Learning Activities

- Read about various aspects of popular culture
- Participate in small online group discussions
- Complete a PowerPoint assignment and written reflection
- Complete online quizzes
- Work independently online

Prior Learning Assessment and Recognition

Students who wish to apply for prior learning assessment and recognition (PLAR) need to demonstrate competency at a post-secondary level in all of the course learning requirements outlined above. Evidence of learning achievement for PLAR candidates includes:
- Challenge Exam
- Project/Assignment
NOTE:

Deadlines are firm and will not be extended. Please refer to the Weekly Planner for specific due dates.

As this course is internet based, we will communicate primarily by Blackboard and e-mail. You will be able to visit the Popular Culture course site 24/7 and pick up relevant and timely information. You will be assigned textbook readings that cover course topics.

Certain information posted on the site will be time sensitive. In other words, you must visit the site at least three times a week to ensure that you stay current. You may reach Professor Marissa Reaume by e-mail (reaumem@algonquincollege.com). Please allow 24 hours for a response. Please be advised that the official e-mail of this course is your Algonquin e-mail.

On a weekly basis, you will receive a Blackboard announcement with course updates and reminders.

Course Related Information

Grade Scheme

<table>
<thead>
<tr>
<th>Final Grade</th>
<th>Mark Equivalent</th>
<th>Numeric Value</th>
<th>Final Grade</th>
<th>Mark Equivalent</th>
<th>Numeric Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>90% - 100%</td>
<td>4.0</td>
<td>A</td>
<td>85% - 89%</td>
<td>3.8</td>
</tr>
<tr>
<td>A-</td>
<td>80% - 84%</td>
<td>3.6</td>
<td>B+</td>
<td>77% - 79%</td>
<td>3.3</td>
</tr>
<tr>
<td>B</td>
<td>73% - 76%</td>
<td>3.0</td>
<td>B-</td>
<td>70% - 72%</td>
<td>2.7</td>
</tr>
<tr>
<td>C+</td>
<td>67% - 69%</td>
<td>2.3</td>
<td>C</td>
<td>63% - 66%</td>
<td>2.0</td>
</tr>
<tr>
<td>C-</td>
<td>60% - 62%</td>
<td>1.7</td>
<td>D+</td>
<td>57% - 59%</td>
<td>1.4</td>
</tr>
<tr>
<td>D</td>
<td>53% - 56%</td>
<td>1.2</td>
<td>D-</td>
<td>50% - 52%</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>0% - 49%</td>
<td>0</td>
<td>FSP</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Email

Algonquin College provides all full-time students with an e-mail account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or
course events. It is your responsibility to ensure that you know how to send and receive e-mail using your Algonquin account and to check it regularly.

**Students with Disabilities**

If you are a student with a disability, you are strongly encouraged to make an appointment at the Centre for Accessible Learning to identify your needs. Ideally, this should be done within the first month of your program, so that a Letter of Accommodation (LOA) can be provided to your professors. If you are a returning student, please ensure that professors are given a copy of your LOA each semester.

**Retroactive Accommodations**

Students are expected to meet evaluation and completion deadlines as stated in course outline and course section information documents. In circumstances where evaluation and/or completion deadlines are missed or student performance has been affected by a temporary or permanent disability (including mental health), interim or retroactive accommodations may be considered. In such instances, please consult your course faculty member. For other situations where deferral of evaluations may be warranted, please refer to college policy AA21.

**Academic Integrity & Plagiarism**

Adherence to acceptable standards of academic honesty is an important aspect of the learning process at Algonquin College. Academic work submitted by a student is evaluated on the assumption that the work presented by the student is his or her own, unless designated otherwise. For further details consult Algonquin College Policies AA18: Academic Dishonesty and Discipline and AA20: Plagiarism

**Student Course Feedback**

It is Algonquin College’s policy to give students the opportunity to share their course experience by completing a student course feedback survey for each course they take. For further details consult Algonquin College Policy AA25: Student Course Feedback

**Use of Electronic Devices in Class**

With the proliferation of small, personal electronic devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices is disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College Policy AA32: Use of Electronic Devices in Class

**Transfer of Credit**

It is the student’s responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

*Note: It is the student’s responsibility to refer to the Algonquin College Policies website for the most current information at http://www.algonquincollege.com/policies/*

Legend

© 2018 Algonquin College of Applied Arts & Technology

RAD2001 - Popular Culture, Page 5/6
Terms
• ALO: Aboriginal Learning Outcome
• Apprenticeship LO: Apprenticeship Learning Outcome
• CLR: Course Learning Requirement
• DPLO: Degree Program Learning Outcome
• EES: Essential Employability Skill
• EOP: Element of Performance
• GELO: General Education Learning Outcome
• LO: Learning Outcome
• PC: Program Competency
• PLA: Prior Learning Assessment
• PLAR: Prior Learning Assessment and Recognition
• VLO: Vocational Learning Outcome

Assessment Levels
• T: Taught
• A: Assessed
• CP: Culminating Performance