**Popular Culture**

**Media Studies**

<table>
<thead>
<tr>
<th>Course Number:</th>
<th>Co-Requisites:</th>
<th>Pre-Requisites:</th>
</tr>
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<tbody>
<tr>
<td>RAD2001</td>
<td>N/A</td>
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<tr>
<th>Applicable Program(s):</th>
<th>AAL:</th>
<th>Core/Elective:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple Programs</td>
<td>Multiple Levels</td>
<td>Multiple Core/Elective</td>
</tr>
</tbody>
</table>

**Prepared by:** Dan Pihlainen, Chair, Media Studies  
**Approved by:** Dan Pihlainen, Chair, Media Studies  
**Approval Date:** Monday, July 29, 2019  
**Approved for Academic Year:** 2019-2020  
**Normative Hours:** 42.00

**Course Description**

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)
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

Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, CLR 5, CLR 6, EES 1, EES 2, EES 6, EES 7, EES 10

Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, CLR 5, CLR 6, EES 1, EES 2, EES 6, EES 7, EES 10

Validates Outcomes: CLR 1, CLR 2, CLR 6, 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
Please refer to the Course Section Information (CSI) / weekly schedule for specific course-related information as provided by your professor.

### Course Related Information

Please refer to the Course Section Information (CSI) / weekly schedule for specific course-related information as provided by your professor.

### Department Related Information

### College Related Information

**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

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**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>
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</table>
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 Mobile Devices in Class**
With the proliferation of small, personal mobile 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 Mobile 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/*

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**Legend**

**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