



ORIGINAL COURSE IMPLEMENTATION DATE:

May 2012

REVISED COURSE IMPLEMENTATION DATE:

September 2024

COURSE TO BE REVIEWED (six years after UEC approval):

January 2030

Course outline form version: 28/10/2022

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: MACS 337		Number of Credits: 4 Course credit policy (105)															
Course Full Title: Taste and Culture Course Short Title: Taste & Culture																	
Faculty: Faculty of Social Sciences		Department: School of Culture, Media, and Society															
Calendar Description: Students critically examine the concept of "taste". Students explore the relationship between social class and taste and how it plays out in areas including art, film, television, fashion, music, food, advertising, identity, subcultures, and our bodies. Note: This course is offered as MACS 337 and SOC 337. Students may only take one of these for credits.																	
Prerequisites (or NONE):		45 credits including 6 credits of SOC and/or MACS.															
Corequisites (if applicable, or NONE):																	
Pre/corequisites (if applicable, or NONE):																	
Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: SOC 399D Cross-listed with: SOC 337 Equivalent course(s): SOC 337 (<i>If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.</i>)		Course Details Special Topics course: No (<i>If yes, the course will be offered under different letter designations representing different topics.</i>) Directed Study course: No (<i>See policy 207 for more information.</i>) Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Every other year Maximum enrolment (for information only): 25															
Typical Structure of Instructional Hours <table border="1"><tr><td>Lecture/seminar</td><td>60</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td>Total hours</td><td>60</td></tr></table>		Lecture/seminar	60											Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	60																
Total hours	60																
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit (See bctransferguide.ca) Transfer credit already exists: No Submit outline for (re)articulation: Yes (<i>If yes, fill in transfer credit form.</i>)															
Department approval		Date of meeting: October 2023															
Faculty Council approval		Date of meeting: November 10, 2023															
Undergraduate Education Committee (UEC) approval		Date of meeting: January 26, 2024															

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Articulate the historical and sociocultural dimensions of the philosophies of aesthetics.
2. Describe the complex relationships between class and culture as expressed in "lowbrow", "middlebrow", and "highbrow" cultural artifacts.
3. Define how notions of authenticity function in such diverse fields as music and art.
4. Reflect on how personal preferences in commodities contribute to the construction of individual and collective identities.
5. Identify key distinctions between high culture and popular culture.
6. Deconstruct how media representations of taste can reinforce or challenge social norms.
7. Evaluate how subcultures and countercultures can simultaneously function within and resist the dominant culture.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Final exam:	25%	Assignments:	50%	Project:	25%
	%		%		%

Details:

Assignments may include micro vlogs/blogs that summarize readings; film festival critique; analysis of culture and taste, portrayed through a non-essay format (e.g. cartoon, original artwork, short video, etc.).

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures, guest lectures, group work, student-led presentations.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Article	Jenkins, Richard	Pierre Bourdieu: Culture, Status, & Distinction	1992
2. Article	Janna, Michael	It's really not hip to be a hipster. Negotiating trends and authenticity in the cultural field	2015
3. Article	Webb, Schirato, & Dannaher	Understanding Bourdieu: The field of cultural production	2002
4. Article	Hardie, Melissa Jane	The three faces of Mad Men: Middlebrow culture and quality television	2012
5. OER book	Selected articles from academic and popular culture periodicals available through UFV Library		

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)***Course Content and Topics**

- The philosophy of aesthetics
- Pierre Bourdieu and Distinction
- The field of cultural production
- High culture versus low culture
- Authenticity
- Identity
- Subcultures
- Pornography and obscenity
- Television
- Film
- Fashion
- Food