CMNS 221  
MEDIA AND AUDIENCES  
3

CATALOGUE DESCRIPTION:
An introduction to the study of popular culture and mass media, with a focus on the organization and role of audiences. Topics vary according to the instructor, but range from rock videos to Harlequin romances, blue jeans to comic books.

COURSE PREREQUISITES: CMNS 110 or 130 recommended, or an introductory course in Sociology.

COURSE COREQUISITES:

HOURS PER TERM FOR EACH STUDENT  LECTURE 46 HRS  LABORATORY HRS  SEMINAR 14 HRS  OTHER - specify: FIELD EXPERIENCE HRS

TOTAL 60 HRS

COLLEGE CREDIT TRANSFER  ÚÄÄÄÄ¿  COLLEGE CREDIT NON-TRANSFER  ÚÄÄÄÄ¿  COLLEGE CREDIT NON-TRANSFER  ÚÄÄÄÄ¿

TRANSFER STATUS (Equivalent, Unassigned, Other Details)

UBC  N/A

SFU  CMNS 221

UVIC  N/A

OTHER (specify)  N/A

Madeleine Hardin  Don Tunstall
COURSE DESIGNER  DEAN OF CAREER PROGRAMS
COURSES FOR WHICH THIS IS A PREREQUISITE:

Communication 215
Advertising as social communication.

RELATED COURSES

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

TEXTS:


REFERENCES:

Understanding Popular Culture, 1989, John Fiske
Reading Popular Culture, 1989, John Fiske

OBJECTIVES:

. To understand theoretical perspectives useful for the study of popular culture. Some of the theorists referred to include: Marx, Horkheimer, Adorno, Marcuse, Benjamin, Foucault, Barthes, Gramsci, Ewen, Isherwood, Williams and de Certeau.

. To critically examine popular texts such as music, videos, television, comics, graffiti and clothing from different theoretical perspectives.

. To assess the way popular culture is influenced and mediated by commodity culture.

. To develop critical thinking and academic writing skills.

METHODS:

The course is in two parts. Part I examines theorists and theoretical perspectives needed to critically examine popular culture. Part II examines specific cultural texts such as music, video, film and art from these theoretical perspectives. Lectures include many slides, tapes and print materials to illustrate concepts.
STUDENT EVALUATION PROCEDURE:

Oral presentation of a project using A/V aids ....................... 30%
Midterm Exam .................................. 20%
Essay .......................................... 30%
Final Exam .................................... 20%

COURSE CONTENT

PART I:

Survey of theoretical approaches:

- What is Culture? Raymond Williams
- "The Study of the media: theoretical approaches", Curran, Gurevitch and Woolacott
- "The Culture Industry: enlightenment as mass deception", Adorno and Horkheimer
- The Frankfurt School and the critical theorists
- Authenticity, "The work of art in an age of mechanical reproduction", Walter Benjamin
- Myth, Roland Barthes
- Semiological approaches, Peirce, de Saussure, Eco, Jhally
- The trickster, de Certeau

PART II:

Analyzing texts and myths

- Texts and intertextuality
- Culture as commodity
- Rock videos
- Oppositional practices
- The body, the body politic
- Reading television and TV News
- Audience as commodity