

**CAPILANO UNIVERSITY
COURSE OUTLINES**

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| TERM: FALL 2014 | COURSE NO: WGST 250 |
| INSTRUCTOR: TBA | COURSE NAME: GENDER AND POPULAR CULTURE |
| OFFICE: LOCAL: E-MAIL: | SECTION NO(S): CREDITS: 3 |

COURSE FORMAT:

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15 week semester, which includes two weeks for final exams.

COURSE PREREQUISITES: None.

Note: Completion of **one** of the following courses is recommended:
WGST 100; WGST 111; SOC 100; CMNS 112; *or* CMNS 132.

COURSE DESCRIPTION:

Popular culture has a profound effect on shaping our ideas about gender and identity. A feminist theoretical perspective is used to explore the relationship between popular culture and gender. While pop culture media such as TV, movies, music, and comics are designed as entertainment, they also reflect, resist, or may even direct, ways of thinking about gender in the larger society. We all consume an enormous amount of imagery and aural media on a daily basis, and should not underestimate how it affects us. This course will examine *who* are the producers of popular culture, and analyse power relations to understand that such products are *not* politically neutral, and should not be dismissed as trivial or “simply entertainment”. The emphasis will be on North American popular culture, but cross-cultural comparisons will also be drawn.

COURSE STUDENT LEARNING OUTCOMES:

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

- Discuss how gender is socially constructed
- Explain how representations of gender in popular culture have developed historically
- Analyse the relationships between gender and class, race, ethnicity and sexual identity from a critical feminist perspective
- Recognize and describe the implicit messages underlying forms of entertainment and popular imagery in advertising, based on a critical reading of media
- Assess the effectiveness of resistant or alternative forms of popular culture in countering dominant gender ideologies and stereotypes

COURSE WEBSITE:

<https://moodle.capilanou.ca>

REQUIRED TEXT:

Milestone, Katie and Anneke Meyer. Gender and Popular Culture.
Cambridge:Polity Press, 2012

COURSE CONTENT:

Note: The order and topics may change. A detailed list of readings and assignments will be provided in class, and available on the course Moodle site

| <u>WEEK</u> | <u>TOPIC</u> |
|-------------|---|
| | Introduction and background concepts: |
| Week 1 | Introduction to the course; Pop culture and feminist analysis |
| | Historical overview: |
| Week 2 | WWII and the post-war period |
| Week 3 | Social change in the 1960s & 1970s |
| Week 4 | 1980s – from the post-punk era to the present |
| | Representations of gender: |
| Week 5 | Representations of women |
| Week 6 | Representations of men |
| Week 7 | Queer representations |
| | Consuming popular culture: |
| Weeks 8-12 | Explorations of gender representations and constructions through a variety of media: Film, TV, magazines, pop music |
| Week 13 | Into the future: the shifting terrain of gender in the 21 st century |
| Weeks 14-15 | Final Exam period |

EVALUATION PROFILE:

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|---------------------------|------------|
| Reading Quizzes | 20% |
| Response Paper | 10% |
| Consultation | 5% |
| Analysis Project | 30% |
| Discussions/Participation | 10% |
| Final Exam | <u>25%</u> |
| | 100% |

ASSIGNMENTS:

Note: Assignment details and due dates can be found on the course website.

Reading Quizzes: Short-answer questions based on the assigned readings.

Response paper: Students will choose one of the assigned articles (on Moodle) and write a short critical response (maximum 2 pages, double-spaced).

Consultation: Students are required to come prepared with a one-paragraph statement, outlining their proposal for the final analysis project, and a list of at least 3 relevant sources they have identified.

Assignments – continuedCritical Analysis Project:

Each student will choose a specific pop culture product or artefact, to be the focus of an in-depth critical analysis. The analysis must incorporate theoretical perspectives explored in course material in relation to representations of gender roles and identity.

Participation:

The participation grade is based on attendance and the general quality of contributions to the class over the course of the semester. It will be the quality, more than the quantity, of class preparation and participation that will count.

4th Hour:

Additional notes and resources (may include video clips) will be posted each week to supplement material covered in class. These reading and/or viewing assignments will not be graded, but students are required to know the material for tests and exams.

GRADE PROFILE:

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|----------------|---------------|---------------|--------------|
| A+ = 90 - 100% | B+ = 77 - 79% | C+ = 67 - 69% | D = 50 - 59% |
| A = 85 - 89 | B = 73 - 76 | C = 63 - 66 | F = 0 - 49 |
| A- = 80 - 84 | B- = 70 - 72 | C- = 60 - 62 | |

OPERATIONAL DETAILS:

Capilano University has policies on Academic Appeals (including appeal of final grades), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Office Hours:

To be announced in the first class. Please note that email and Moodle messages will be read and answered during these times.

Attendance:

Regular attendance is strongly recommended. When students are absent from class, they are still responsible for the material covered during their absence, including announcements, assigned readings and handouts.

Late Assignments:

Marks will be deducted for lateness (% reduction per day). Late assignments must be delivered in class or to the instructor's office -- no email submissions will be accepted.

Missed Exams:

Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if suitable documentation is provided for other instances (i.e. death of a close family member); if **prior** approval of the instructor has been obtained.

Incomplete Grades:

On rare occasions, a student may be in a situation that warrants the granting of an incomplete grade. Students seeking this grade should submit a written request as soon as the need becomes apparent.

Operational details – continued

English Usage: University-level writing skills are required for all assignments. Spelling, punctuation and grammatical errors will result in a reduced grade and, if they are excessive, may result in a refusal to grade the paper. See the English Writing Centre for help.

Electronic Devices: Laptops may be used only for course purposes in class, and cell phones must be turned off. No personal electronic devices (cell phones, calculators, electronic dictionaries, etc...) may be used during an examination without prior approval from the instructor.

Emergency Procedures: Please familiarise yourself with the emergency procedures posted on the wall of your classroom.