

JOUR 3745
Mass Media and Popular Culture
(3 credits)

- Lecture and class discussion three times a week.
- Meets social sciences core requirement.
- Meets cultural diversity theme requirements.

SCHOOL OF JOURNALISM
& MASS COMMUNICATION
COLLEGE OF LIBERAL ARTS
UNIVERSITY OF MINNESOTA

Prerequisites

- Non-JOUR major or (JOUR major, course approval on program plan) or (core-journalism, advisor approval)

Course Description

This course explores the relationship between media and popular culture, and how people can become active and thoughtful consumers of popular culture. It will focus on various media, including television, film, the internet, radio and music, among others. It seeks to define popular culture and the role of the media and technology in shaping and reflecting popular culture.

Expected Previous Knowledge

None needed.

Course Objectives

The main goal of this course is to teach you how to become a knowledgeable consumer and producer of media and popular culture. To meet this goal, you will learn to consume media with a critical eye and become involved in the cultural life of your communities, whether those communities are face-to-face or connected online. You will learn how to analyze media from a critical perspective using relevant media theory and methods, including: semiotic, narrative, genre, and content analysis.

Assignments and Activities

Reading assignments

- Various readings from the assigned text, other books, articles and the Internet

Writing assignments

- One 8-10 page midterm paper worth 50 points
- One 10-12 page final paper worth 100 points

Other activities

- Ten in-class small group meetings, each worth 5 points for a total of 50 points
- Reading relevant articles in popular and scholarly sources, watching movies and television programs, listening to music, exploring online culture, etc.

Workload

Students are expected to attend every class and read one chapter per week.