1. General Information

1a. Submitted by the College of: COMMUNICATION AND INFORMATION

   Date Submitted: 1/14/2013

1b. Department/Division: Communication

1c. Contact Person

   Name: Deanna Sellnow

   Email: Deanna.Sellnow@uky.edu

   Phone: 257-2886

   Responsible Faculty ID (if different from Contact)

   Name:

   Email:

   Phone:

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course?   No

2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?:   No

2b. Prefix and Number: COM 553

2c. Full Title: Critical Analysis of Communication and Persuasion in Popular Culture

 2d. Transcript Title: Comm and Persuasion in Popular Culture

2e. Cross-listing:

2f. Meeting Patterns

   LECTURE: 3

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit?   No

   If Yes: Maximum number of credit hours:

   If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: This course focuses on what and how popular culture entertainment media functions to communicate and persuade. Forms to be examined may include films/movies, television programs, music, cartoons, and/or comics. Ultimately, students will be equipped with tools to make educated decisions as critical consumers of the messages conveyed in popular culture entertainment media.

2k. Prerequisites, if any: CIS 110, CIS 111, COM 249

2l. Supplementary Teaching Component:

3. Will this course taught off campus?   No

   If YES, enter the off campus address:

4. Frequency of Course Offering: Spring,

   Will the course be offered every year?:   Yes

   If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?:   Yes

   If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?:   35

7. Anticipated Student Demand

    Will this course serve students primarily within the degree program?:   Yes

   Will it be of interest to a significant number of students outside the degree pgm?:   No

   If Yes, explain: [var7InterestExplain]

8. Check the category most applicable to this course: Relatively New – Now Being Widely Established,

   If No, explain:

9. Course Relationship to Program(s).

   a. Is this course part of a proposed new program?:   No

   If YES, name the proposed new program:

   b. Will this course be a new requirement for ANY program?:   No

   If YES, list affected programs:

10. Information to be Placed on Syllabus.

    a. Is the course 400G or 500?:   Yes

    b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached: Yes

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

3

1.How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2.How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3.How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4.Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5.How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6.How do course requirements ensure that students make appropriate use of learning resources?

7.Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8.How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (http://www.uky.edu/UKIT/)?

9.Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?   NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10.Does the syllabus contain all the required components?   NO

11.I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|LLST223|Laura L Stafford|Dept approval for ZCOURSE_NEW COM 553|20120819

SIGNATURE|LLST223|Laura L Stafford|College approval for ZCOURSE_NEW COM 553|20120819

SIGNATURE|JMETT2|Joanie Ett-Mims|Undergrad Council approval for ZCOURSE_NEW COM 553|20120824

SIGNATURE|ZNNIKO0|Roshan N Nikou|Graduate Council approval for ZCOURSE_NEW COM 553|20120912

COM 553: Critical Analysis of Communication and Persuasion in Popular Culture

Instructor:
Office:
Hours:
Phone:
Email:

Course Description: This course focuses on what and how popular culture entertainment media functions to communicate and persuade. Forms to be examined may include films/movies, television programs, music, comics, cartoons, and/or comics. Ultimately, students will be equipped with tools to make educated decisions as critical consumers of the messages conveyed in popular culture entertainment media.

Prerequisites: CIS 110, CIS 111, COM 249

Goals/Objectives:

- ➢ To understand how popular culture entertainment media texts function to communicate and persuade.
- ➢ To clarify the value of being an educated critical consumer of rhetoric in entertainment media.
- ➢ To explain distinguishing tenets of various rhetorical and critical/cultural theories of communication.
- ➢ To increase awareness about the ethics of rhetorical strategies employed in entertainment media.
- ➢ To examine the potential implications of rhetorical arguments conveyed in entertainment media on various audiences.

Student Learning Outcomes:

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

1. Students will critically examine the messages (e.g., written, oral, visual) conveyed in a variety of entertainment media texts.
2. Students will distinguish the major tenets of different rhetorical and critical/cultural theories.
3. Students will identify and define the terms and tools used for examining contemporary rhetorical texts.
4. Students will describe, interpret, and evaluate various entertainment media texts using different rhetorical perspectives and methods.
5. Students will construct and present effective analyses of messages conveyed in different entertainment media.

Required Textbook/Readings:

Sellnow, D. (2010). *The rhetorical power of popular culture: Considering mediated texts.* Thousand Oaks, CA: Sage.

Additional Readings as Assigned

Assignments:

1. **Exams (Midterm @ 50 pts and Final @ 100 pts):**   **150 points**
   The exams will be comprised of multiple choice, matching,   (approx. 29%)
   short answer, and essay questions based on the readings,
   classroom discussions, and challenge papers. You will complete
   them with paper and pencil in class.

2. ***Final Paper:**   **100 points**
   This is a 15-20 page typed, double-spaced rhetorical criticism   (approx. 18.5%)
   (describe, interpret, evaluate) of an entertainment media
   text of your choice that cites no fewer than 10 sources. You must
   post your paper on Blackboard (which applies a date/time stamp
   to it) BEFORE class on the day it is due in order to
   be marked as "on time."

3. ***Final Presentation:**   **100 points**
   This is a 6-8 minute formal presentation with a minimum of 4 PPT   (approx. 18.5%)
   slides converting your paper into an oral speech
   of professional conference caliber. It will be presenting in class.

4. **Challenge Application Papers (13 @ 10 points each):**   **130 points**
   These 4-5 page (1200-1500 words) papers examine an   (approx. 25%)
   artifact according to the perspective assigned for the week. All Challenge application papers
   must be posted on Blackboard, which applies a date/time stamp to them. They must be
   posted BEFORE class in order to be marked as "on time."

5. **BlackBoard Discussion Postings (11 @ 5 points each):**   **55 points**
   Students will provide well-thought postings (200 word minimum)   (approx. 10%)
   based on the assigned readings that describe, elaborate, and
   evaluate on something they agree with, disagree with, or
   question in the readings. These postings to Blackboard are due as
   described in the schedule or indicated by your instructor in class.
                    TOTAL: **525 points**

*Graduate Student Paper will be 20-25 pages long with a minimum of 15 sources. Graduate student presentations will be 10-12 minutes long with 6-10 PPT slides.

Late Assignments and Make-Up Opportunities

All assignments for this course are due on the dates indicated in the class outline below or as indicated in class. Late assignments are not accepted. Items #2, #4, and #5 above must be posted on Blackboard, which applies a date/time stamp to them. They must be posted BEFORE class in order to be marked as "on time." You may request (in advance) <u>one</u> two-day extension of the due date on the *final version* of a major written assignment (not drafts). Late assignments are not accepted unless a two-day extension has been requested and approved in advance of the deadline. If you are absent on a day when an assignment is due, you will be allowed to hand in or make-up that work *only* if the absence is officially excused.

Group Work

All graded assignments will be completed by students as individuals; not in groups.

Undergraduate Student Grading Scale

Only students who have completed all components of the major assignments on time are eligible for a passing grade in this course.

90 – 100%:   **A**   **(472-525)**

80 – 89%:   **B**   **(420-471)**

70 – 79%:   **C**   **(367-419)**

60 – 69%:   **D**   **(315-366)**

59% and below: **E**   **(0-314)**

Graduate Student Grading Scale

Only students who have completed all components of the major assignments on time are eligible for a passing grade in this course.

94 – 100%:   **A**   **(472-525)**

84 – 93%:   **B**   **(420-471)**

74 – 83%:   **C**   **(367-419)**

Below 73%:   **E**   **(0-366)**

Final Exam Information: TBD

Mid-term Grade: Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (http://www.uky.edu/Registrar/AcademicCalendar.htm)

Attendance and Participation

You are expected to be in class and to participate fully every day so you can benefit as much as possible from this course. This means you are expected to (a) read and consider applications of the information _**before**_ coming to class, (b) ask questions and/or make applications in small group and large group class discussion, and (c) work to facilitate classroom interaction.

In order to accomplish these goals, you need to be in class every day. If you are absent on a day when an assignment is due or an exam is given, you will be allowed to hand in or make-up that work **only** if the absence is officially excused. You may be asked to provide official written documentation for absences. Excuses for university-sponsored activities must be made _prior_ to such absences. No make-up work is available for in-class exercises, workshops, or exams unless approved in advance by your instructor.

Absences beyond two per semester will be penalized by dropping your final course grade 5% (1/2 letter grade) for each such absence. If you exceed 5 unexcused absences, you will be unable to pass this course.

Note: Please reference the definition of excused absence in current edition of *Students Rights and Responsibilities* or on the web at http://www.uky.edu/StudentAffairs/Code/.

Students who are frequently tardy or unprepared may be marked absent for the day. Your instructor reserves the right to add quizzes to the class agenda if too many class members appear to be unprepared. So be prepared and on time. Preparation involves not only reading but also making notes on the reading so that you are prepared to discuss issues in depth.

For any emergency situation that arises, call the Instructional Communication Division office (257-8370) to leave a message with Michelle Elison or Erin Berger. Also, be sure to email your instructor as soon as you know about the situation.

Excused Absences
Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Verification of Absences
Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required **prior** to the absence.
Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (http://www.uky.edu/Registrar/AcademicCalendar.htm). There is no final exam for this class

Reasonable Accommodation Policy:

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible to discuss accommodations necessary to ensure full participation and facilitate your educational opportunities. If you have a documented disability that requires academic accommodations, please see the instructor as soon as possible.

Classroom Civility:

There are certain basic standards of classroom civility that should be adhered to, particularly on a communication course. Civility does not eliminate appropriate humor, enjoyment, or other features of a comfortable and pleasant classroom community. Classroom civility does, however, include the following:

1. Displaying respect for all members of the classroom community, both your instructor and fellow students.

2. Attentiveness to and participation in lectures, group activities, workshops, and other classroom exercises.

3. Avoidance of unnecessary disruptions during class such as texting, having private conversations, reading the newspaper, and doing work for other classes.

4. Avoidance of racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom community.

If a student consistently exhibits behavior that disrupts the class or contributes to a negative communication climate, action will be taken, including forced withdrawal from the course. In addition all university students are expected to abide by the Student Code of Conduct. You can access this five-part document at http://www.uky.edu/StudentAffairs/DeanofStudents/conduct.htm

Academic Integrity:

Intellectual dishonesty is a fancy term for cheating. Unless explicitly noted by the instructor, all work must be the original product of the student, and all materials taken from others must be properly cited. Cheating and plagiarism in any form, regardless of any justification, will not be tolerated. Any student whom the instructor has sufficient evidence to believe has cheated or plagiarized in the course will typically receive an automatic "E" for either the assignment or the entire course. Additional penalties may involve a letter in one's permanent record, suspension, and more. As you can see, these are extreme measures for academic offenses that we believe are serious. Policies related to cheating/plagiarism (as well as excused absences, withdrawal, incompletes, final exams and common exams) can be found in your copy of Student Rights and Responsibilities. As students and faculty in the University of Kentucky, we are all responsible for adhering to these policies. You should be particularly familiar with Senate Rules 6.3.1 and 6.3.2, which are available online at http://www.uky.edu/StudentAffairs/Code/part2.html.

Tentative Weekly Schedule

Date	Topic	For Next Week
Jan. 16:	Intoduction/Overview In-class Challenge application paper	Read Ch 1 Ch 1 Challenge Paper
Jan. 23:	What is Popular Culture? Why study it?	Read Ch 2 Ch 2 Challenge Paper
Jan. 30:	Neo-Aristotelian Perspective	Read Ch 3 & 4 Ch 3 & 4 Challenge Paper (song, tv show, ad, or comic)
Feb. 6:	Narrative and Dramatistic Perspectives In-Class Challenge Paper	
Feb. 13:	In-Class Challenge Paper	Read Ch 5

		Ch 5 Challenge Paper

Feb. 20:   Marxist Perspective   Read Ch 6
                                                Ch 6 Challenge Paper

Feb. 27:   Feminist Perspective   Study for Midterm

March 6:   Midterm (Chapters 1-6)   Read Ch 7
                                                Ch 7 Challenge Paper #1

March 13:   Illusion of Life (Music)   Ch 7 Challenge Paper #2
March 20:   **(Spring Break: no class today)**
March 27:   Illusion of Life (Music)   Read Ch 8
                                                Ch 8 Challenge Paper
                  Assign: Final papers/presentations   Read Appendix

April 3:   In-Class Application Paper

April 10:   Visual Pleasure Theory   Read Ch 9
                  In-Class Application Paper   Ch 9 Challenge Paper

April 17:   Media-Centered Perspectives

April 24:   Final Exam (Chapters 1-9)

May 1:   Work Day (individual meetings with instructor)

FINALS: Present final papers   (Friday, May 8: 1:00 p.m.)