

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA XX Contact Name: JON SHORR Phone: X6059
DEPARTMENT / DIVISION: ENGLISH & COMMUNICATIONS DESIGN
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected): NEW COURSE: CMAT 271/Interpreting Pop Culture (FSP AND CORPORATE COMMUNICATION)
PROPOSED SEMESTER OF IMPLEMENTATION: Fall XX Spring <input type="checkbox"/> Year: 2007

Box 1: TYPE OF ACTION ADD(NEW) XX DEACTIVATE <input type="checkbox"/> MODIFY <input type="checkbox"/> OTHER <input type="checkbox"/>
Box 2: LEVEL OF ACTION Non-Credit <input type="checkbox"/> Undergraduate XX Graduate <input type="checkbox"/> OTHER <input type="checkbox"/>

Box 3: ACTION ITEM (check appropriate boxes)		DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
	1. Experimental Course ¹	NOP	a, c, e	AC
	2. Course Title	NO		ABCD
	3. Course Credits	NO		ABCD
	4. Course Number	NO		ABCD
	5. Course Level	NO		ABCD
	6. Pre & Co-Requisite	NO		ABCD
	7. Course Description	NOP		ABCD
X	8. New Course	NOP		ABCDEF
	9. Deactivate a Course	NO		ABCDEF
	10. Program Requirements	NO	b, c, d, e	ABCDEF
	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
	12. Closed Site Program	NOT	e	ABCDHIK
	13. Program Suspension ⁹	NO,5	a, e	ABCDEGIK
	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
	14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDHIL
	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFGHJL
	18. Program Termination	NO, 10	d, e	ABCDEFGHIK
	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFGHJL
	20. Other	Varies	Varies	Varies

Box 4: DOCUMENTATION (check boxes of documents included)			
X	N. This Cover Sheet	<input type="checkbox"/>	Q. Full 5-page MHEC Proposal
X	O. Summary Proposal	<input type="checkbox"/>	R. Financial Tables (MHEC)
X	P. Course Definition Document	<input type="checkbox"/>	S. Contract
		<input type="checkbox"/>	T. Other

- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

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NEW COURSE: CMAT 271/Interpreting Pop Culture (ESP AND CORPORATE COMM)

10. Provide:
- a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution;
 - b. proposed date after which no new students will be admitted into the program;
 - c. accommodation of currently enrolled students in the realization of their degree objectives;
 - d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - e. reallocation of funds from the budget of the affected program; and
 - f. existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council review (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

Box 5: IMPACT REVIEW	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: <i>South Lee</i>	11/20/06
B. Final faculty review body within each School	Chair: <i>Margaret J. Pothout</i>	12/18/06
C. College Dean	Dean: <i>Ray W. Turner</i>	1/3/07
D. Provost and Senior Vice President for Academic Affairs	Provost: <i>Andru M. Kendall</i>	1/18/07
E. Curriculum Review Committee (UFS subcommittee)	Chair: <i>Mukulil G. Gidigai</i>	1/23/07
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see #11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA XX	Contact Name: JON SHORR	Phone: X6059
DEPARTMENT / DIVISION: English & Communications Design		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
NEW COURSE: CMAT 271/Interpreting Pop Culture (FSP AND CORPORATE COMMUNICATION)		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall XX Spring <input type="checkbox"/> Year: 2007		

O-1: Briefly describe what is being requested:

We are proposing a new course, *CMAT 271/Interpreting Pop Culture*, which may be used as a lower-level elective by freshmen and sophomores and which will fulfill three credits of the general education humanities requirement. In addition, the proposed course will serve as a recommended elective to students interested in becoming Corporate Communication majors.

For new courses or changes in existing courses (needed by Registrar)

OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title: INTERPRETING POP CULTURE	Course # / HEGIS Code: CMAT 271	Credits: 3

O-2: Set forth the rationale for the proposal:

As a four-year institution, we must offer lower-level courses which will fulfill state general education requirements. This course will do that, satisfying three credits of the general education humanities requirement, by helping students better understand the interaction between the individual, the culture, and pop culture institutions.

Document P: Required Format for Course Definition Document

Issued by: Wim Wiewel, Provost and Senior Vice President for Academic Affairs

Effective Date: September 14, 2006

Reviewed by: University Faculty Senate

Include in your course definition items one through 15 using as much space as needed.

1. Date Prepared NOVEMBER 14, 2006 (rev)
2. Prepared by JON SHORR
3. Department ENGLISH & COMMUNICATIONS DESIGN
4. Course Number(s), including HEGIS code(s) CMAT 271
5. Course Title INTERPRETING POP CULTURE
6. Credit Hours 3
7. Catalog Description (Paragraph should reflect general aims and nature of the course)

THIS COURSE SATISFIES THREE CREDITS OF THE GENERAL EDUCATION FINE ARTS REQUIREMENT.
This course examines various elements that define popular culture: among them, the mass media, sports, fashion, restaurants and food, architecture, amusement parks, and religion. Students will look at ways that pop culture institutions and products both shape and reflect the larger culture.
8. Prerequisites NONE
9. Faculty qualified to teach course J.SHORR, S.GIBSON, SMATANLE
10. Course Type / Component (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, seminar, supervision, thesis research, workshop) LECTURE
11. Suggested approximate class size 25

12. Content Outline

- Weeks 1-3 Defining Culture
- Hall--The Silent Language
 - Thompson--Scandal and Social Theory
- Weeks 4-6 Mass Media
- Moeller—The Big Four Mass Media: Actualities and Expectations
 - Cultural Element Analysis #1
- Week 7 Religion
- Hitchcock—We Speak that We Do Know: Religion as Mass Communication
 - Soukup--Church, Media, and Scandal
 - Cultural Element Analysis #2
- Week 8 Architecture
- Ruben and Soleri—Architecture: Medium and Message
 - Gumpert and Drucker--The Rise and Fall of the Baseball Stadium
 - Cultural Element Analysis #3
- Week 9 Sports
- Arens—Professional Football: An American Ritual
 - Real--The Super Bowl: Mythic Spectacle
 - Strate--The Medium of Baseball
 - Jones—Poker and the American Dream
 - Rowe--Apollo Undone: The Sports Scandal
 - Cultural Element Analysis #4
- Week 10 Fashion
- [Readings TBA]
 - Cultural Element Analysis #5
- Week 11 Celebrity
- Boorstin--From Hero to Celebrity: The Human Pseudo-Event
 - Hinerman—Star Culture
 - Monaco--Celebrity
 - Cultural Element Analysis #6
- Week 12 Food
- Sardi—Sardi's: Something Beyond Food
 - Regelson—The Bagel: Symbol and Ritual at the Breakfast Table
 - Taylor—Coffee: The Bottomless Cup
 - Kottak—Rituals at McDonald's
 - Dubisch—You Are What You Eat: Religious Aspects of the Health Food Movement

- Cultural Element Analysis #7

- Week 13 Amusement Parks
- Real--The Disney Universe: Morality Play
 - Johnson--Disney World as Structure and Symbol: Re-Creation of the American Experience
 - Mechling & Mechling--The Sale of Two Cities: A Semiotic Comparison of Disneyland with Marriott's Great America
 - Cultural Element Analysis #8
- Week 14 Museums and Libraries
- Davidson & Budd—Libraries: Relics or Precursors?
 - Danilov—The Transmission of Cultural Heritage: Museums
 - Cultural Element Analysis #9
- Week 15 Course Summary and Wrap-Up
- Cultural Institution Project Analyses
- Week 16 Final Exam

13. Learning Goals

By the end of the course, students should be able to:

- Define “pop culture” and place it in a larger cultural/historical context.
- Discuss the role of popular culture’s institutions and products in shaping and reflecting the larger culture.

14. Assessment Strategies

Grades will be determined as follows:

- | | |
|-----------------------------------|-----|
| ○ Reading Quizzes | 20% |
| ○ Analyses of Cultural Elements* | 20% |
| ○ Cultural Institution Analysis** | 20% |
| ○ Final Exam | 20% |
| ○ Participation | 20% |

*Analyses of Cultural Elements: Analyze four specific cultural elements: ads, ad campaigns, television shows or series, museum exhibitions, fashion trends, cultural artifacts (ie: a skateboard, a snow globe, etc). There are nine opportunities throughout the course.

**Cultural Institution Analysis: Research an area or institution of pop culture and analyze its symbols and their meanings.

15. Suggested Text(s) and Materials (example: textbooks, equipment, software, etc.)

Hall. *The Silent Language*

Readings from the following and other books:

Budd & Ruben (eds). *Beyond Media*

Gumpert & Drucker (eds) *Take Me Out to the Ballgame*

Lull (ed). *Culture in the Communication Age*

Montague & Arens (eds). *The American Dimension: Cultural Myths and Social Realities*