HIBBING COMMUNITY COLLEGE  
COURSE OUTLINE

COURSE NUMBER & TITLE: SOC XXXX: Sociology of Popular Culture  
CREDITS: 3 (3 Lec / 2 Lab)  
PREREQUISITES: None

CATALOG DESCRIPTION:
Like fish in fishbowls, we swim within the water of popular culture. From the food we eat, to the music we listen to, the video games we play and the clothes we wear, we are embedded within a large fabric of popular culture. This course critically examines popular culture through sociological, theoretical lenses. We investigate how race, class, gender, sexuality, and disability influence the production, content, audience, and social world for television, music, film, magazines, books, and the internet, and in turn how these media influence us, our diverse identities, and society. MNTC goal areas: (5) History and the Social and Behavioral Sciences and (2) Critical Thinking.

OUTLINE OF MAJOR CONTENT AREAS:

1. An introduction to sociology of popular culture  
   A. Defining culture and popular culture  
   B. The culture industry  
   C. Sociological theoretical perspectives  
   D. Media consolidation  
   E. Identity  
2. Race and popular culture  
   A. Theories on race and racism  
   B. Race defined  
   C. Racial representation in the media  
   D. Racial demographics of the labor force  
   E. Race and the audience experience  
3. Class perspectives  
   A. Marxism and conflict theory  
   B. Class (Gans) taste publics and cultures  
   C. Class representations in the media  
   D. Class and the modes of cultural production  
   E. Stratification and reception of media.
4. Gender perspectives  
   A. Feminist theories and theory of gender  
   B. Male privilege  
   C. Gender representation in the mass media  
   D. Gender and the workforce of culture industries  
   E. Gendered audiences  
5. Sexuality perspectives  
   A. Queer theory and theories of sexuality  
   B. Sexuality defined  
   C. Sexuality representation in the mass media  
   D. Sexuality and the workforce of culture industries  
   E. How sexuality shapes the experiences of receiving and interpreting media
6. Disability perspectives
   A. Theoretical perspectives
   B. Social models of disability
   C. Disability defined
   D. Representation of disability in the mass media
   E. Disability and the workforce of culture industries

7. Globalization and popular culture
   A. Theories on globalization
   B. Global popular culture
   C. Cultural production outside of the U.S.

8. Overview of research methodologies
   A. Cultural efficacy
   B. Labor force analysis
   C. Audience ethnography
   D. Qualitative content analysis
   E. Production ethnography
   F. Audience surveys
   G. Descriptive analysis
   H. Creator interviews
   I. Cultural controversy
   J. Quantitative content analysis
   K. Production surveys
   L. Thick description
   M. Organizational reports
   N. Autoethnography

COURSE GOALS/OBJECTIVES/OUTCOMES:
1. Students will discuss the cultural and social significance of popular culture in shaping society.
2. Students will analyze and articulate how popular culture affects identity and how identity influences popular culture.
3. Students will apply sociological theories and analytical dimensions to representations of diverse identities in the media.
4. Students will critique the representation of minorities in the production process.
5. Students will inspect the consumption of media by diverse audiences.
6. Students will recognize sociological research methodologies.

MNTC GOALS AND COMPETENCIES MET:
Goal 5: History, the Social and Behavioral Science
Goal 7: Human Diversity

HCC CORE COMPETENCIES MET:
Communicating Clearly and Effectively
Thinking Creatively and Clearly

STUDENT CONTRIBUTIONS:
Students will be expected to
1. attend class regularly and communicate absences in advance.
2. exhibit appropriate classroom behavior including no cell phone use and respectful discourse.
3. read all assigned material on a timely basis.
4. complete quizzes/tests on scheduled dates.
5. complete all writing assignments.

STUDENT ASSESSMENT SHALL TAKE PLACE USING INSTRUMENTS SELECTED/DEVELOPED BY THE COURSE INSTRUCTOR.

Curriculum Committee Approval Date: April 1, 2019

AASC APPROVAL DATE: April 24, 2019
REVIEW DATE: April 2024