Instructor: Patty Moore
Readings Package compiled for this course will be available in Langara Bookstore

Course Outline
Week 1: What is “Popular Culture”? Why Study It? and What have Feminisms had to say about it? An Introduction to the course and its critical tools
Readings:

Week 2: Frameworks: Concepts in Feminist & Cultural Studies
Readings:

Week 3: Hegemony & Monopoly in Media And Cultures of Resistance (or Can I be an indie activist and a popular culture junkie at the same time?)
Readings:
O’Brien and Szeman, “Representation and the Construction of Social Reality” in Popular Culture (course text Chapter 3)
Week 4: Ordering and Disordering Gender: Femininities and Masculinities in Television and Film

Week 5: Shop ‘till you drop: Consumerism and Branding
Video: Money for Nothing
Readings:
O’Brien and Szeman, “The Consuming Life” in Popular Culture (Chap. 5)

Week 6: Gender, Class, Race and Age: Hegemony & Agency at Work in Film, Television and Magazines
Video: Double Dare
Readings:
O’Brien and Szeman, “The Production of Popular Culture” in Popular Culture (Chapter 4)

Week 7: Gendered Victims and Heroes: Superheroine to the Rescue
Readings:
Week 8 & 9: Student Presentations: Reflections on and Analysis of Specific Examples of Popular Culture
As well as using concepts and readings in this course to inform your presentation, read and incorporate into your reflections:
O’Brien and Szeman, “Identity and Community” (Chapter 7) and “Why Study Popular Culture? A Brief History of Cultural Studies” (Chapter 10) in Popular Culture: A User’s Guide

Week 10: On the Road: Women Challenging Territories
Film: Thelma and Louise
Readings:
O’Brien and Szeman, “Subcultures and Countercultures” in Popular Culture (Chapter 4)

Week 11: F is for Feminist, M is for Mystery: Women Detectives in Film & Novels
Readings:
O’Brien and Szeman, “Identity and the Body” in Popular Culture (Chap. 6)

Week 12: The Music Industry, Its Discontents and International Alternatives
Film: Righteous Babes
Readings:
O’Brien and Szeman, “Globalization and Popular Culture” in Popular Culture (Chapter 9)
Bo Burlington, “Don’t Call Her an Entrepeneur” in Inc. Magazine; Sept. 2004
Read the following international radio/music websites:
radiofeminista.net/sept07/notas/powerofno “Feminist International Radio Endeavor”
amazonradio.com “Amazon Radio: Women’s Music For All Who Color Outside The Lines”
womensradiofund.org “Raising Women’s Voices Through Radio Worldwide”
fire.or.cr Costa Rica Women’s Radio

Week 13: Looking Back, Looking Ahead: Critical Spectators and Active Creators
Course Assignments for Women’s Studies 1230: Women and Popular Culture

Readings Comprehension In Class Quizzes: 20%
Done 6 times; 5 counted with each worth 4 points

Group Project: 20%
Presentations will focus on and analyze specific examples of popular culture

Research / Reflection Paper 20%
Research paper that reflects on and analyzes further specific example used in group presentation

Class Participation 15%
Attendance and participation in class/group discussions

Final Exam 25%
Take home essay questions

100%