CULTURAL STUDIES

Course Description:
This course examines theoretical approaches to cultural studies; it focuses on interdisciplinary research of media and audiences, covering a range of methods and theoretical frameworks; concentration varies.

About the Course:
This seminar in cultural studies examines key theories and methods used to study popular culture in-depth. It contextualizes the fundamental methods and related theories for understanding the construction of meaning in media such as film, television, popular music, and advertising within the various academic disciplines and traditions of cultural studies. Throughout the course, we will endeavor to connect this critical and intellectual history with contemporary media culture.

Student Learning Objectives: At the conclusion of the course, students should be able to:

1. Understand a variety of frameworks for interpreting popular culture
2. Apply interpretive frameworks and analyze popular culture
3. Create original media criticism and research by applying cultural theories

Required Textbook:

Additional Readings: Additional readings may be assigned throughout the semester.

Method of Instruction: Discussion of material in the text and other assigned readings; oral presentations by students and professor; in-class assignments, and written work.

Method of Evaluation: Students will be graded on written papers; individual critiques of written work; in-class activities and in-class presentations. Students will know how each assignment fits into the final grade for the course. Students are encouraged to meet with the professor to discuss grades on assignments and not wait until the end of the semester.
Course assignments and Grade Calculation:

Two Short Papers: 20% (10% each)

8 weekly abstracts of one-page each: 40% (5% each)

Final research paper: 20%

In-class presentation of research paper: 10%

Class discussion: 10% TOTAL: 100%

Grade Scale: 90-100=A; 80-89=B; 70-79=C; 60-69=D; 59 and under=F

Note: Graduate students are required to maintain a 3.0 GPA and thus, grades below a B can be troublesome.

Short Papers: Students will choose topics important to understanding communication scholarship and will submit two papers synthesizing at least 2 scholarly articles for each short paper. Papers do not have to be on the same topic. Papers will be graded on content and use of APA style of citation and writing. Papers graded at C or below must be revised by the student and submitted for a second time within 2 weeks of receiving the original grade. In these cases, final grades will be the average of the first and second grades. Papers should not exceed five pages. All papers will be submitted by hardcopy. Topics for papers should be approved by the instructor in advance.

Research Paper and In-class Presentation: Students will present their work in a research paper. Papers will be 10-12 pages long (do not exceed 12 pages not counting bibliography). Grade for the research paper includes an outline of the paper student must submit prior to writing the paper. Students will make a 10-15 minute presentation in class about their paper. Papers must use APA style and good writing techniques. Papers will be submitted both electronically and by hardcopy.

Attendance and Class discussion: All assignments are due on the dates assigned. If you have a doctor's excuse for missing class, we can work around that; prolonged illnesses may mean you will have to take an Incomplete or drop the class, but I will try to work with you as much as possible. Since in-class discussion is graded, if you are absent you cannot participate in class discussions! Students need to come prepared to class to discuss all readings and be actively engaged in class.

Course Policies

Academic Honesty/Integrity/Plagiarism:

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examination or examination materials, falsification, forgery complicity or plagiarism. (Plagiarism is the presentation of the work of another as one's own work). In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in the course grade of F.
Dropping the Course:

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation will not automatically result in your being dropped from the class. Please check published dates for the last day to drop a class with an automatic grade of “W” this term.

Classroom/professional behavior:

Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Grade Appeals*

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

Academic Advising.

Students pursuing the Master of Arts in Communication will be paired with a graduate faculty member advisor in their first semester. Students should contact their advisors within the first two weeks of a semester to arrange a meeting during which degree plans, tracks, and opportunities for professional development should be discussed. If there is any question regarding whom a student’s academic advisor is, the student should contact Dr. Stephanie Rodriguez, Interim Graduate Coordinator, for assistance (stephanie.rodriguez@tamucc.edu; 361-825-5753). To finalize your degree plan and register for graduation, you must also meet with the Graduate Student Academic Advisor in the Academic Advising Center for the College of Liberal Arts. This office is located in Driftwood 203E and can be reached at (361) 825-3466.
Disabilities Accommodations*

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University--Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student. Cell Phone/Electronic Device Usage: While in class, please make sure your phone is off or on silent (and in your backpack or out of sight), so it’s not heard in class. Also, limited laptop use is permitted --for note-taking only, but do not abuse this privilege.

Course Schedule and Assignments

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<thead>
<tr>
<th>Date</th>
<th>Topic (dates and topics may change if special circumstances arise)</th>
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<tbody>
<tr>
<td>Jan. 18</td>
<td>Introduction(s)/History of Cultural Studies as a field of study and framework (Chapter 13)</td>
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<tr>
<td>Jan 25</td>
<td>Defining Cultural Studies (Chapter 1 &amp; 2) <strong>Abstract due</strong></td>
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<tr>
<td>Feb. 1</td>
<td>British and American Cultural Studies (Chapters 3 &amp; 4) <strong>Abstract due</strong></td>
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<td>Feb. 8</td>
<td>Post-modernism and CS (Chapters 5 &amp; 6) <strong>Abstract due</strong></td>
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<td>Feb. 15</td>
<td>History and politics of CS (Chapters 7 &amp; 8) <strong>Abstract due</strong></td>
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<td>Feb. 22</td>
<td>Differing perspectives on CS (Chapters 9 &amp; 10) <strong>SHORT PAPER # 1 DUE</strong></td>
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<td>March 1</td>
<td>Transformations within Cultural Studies (Chapters 11 &amp; 12) <strong>Abstract due</strong></td>
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<tr>
<td>March 8</td>
<td>Feminism and CS (Chapters 14 &amp; 15) <strong>Abstract due</strong></td>
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<tr>
<td>March 13-17</td>
<td>SPRING BREAK</td>
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<tr>
<td>March 22</td>
<td>Post-colonialism and CS (Chapters 16 &amp; 17) <strong>Abstract due</strong></td>
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<td>March 29</td>
<td>Global Cultural Studies (Chapters 18 &amp; 19) <strong>Abstract due</strong></td>
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<td>April 5</td>
<td>Race, Identity and CS (Chapters 20-21) <strong>SHORT PAPER # 2 DUE</strong></td>
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<td>April 12</td>
<td>Margin and the Center (Chapter 22)</td>
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<td>April 19</td>
<td>Racial politics and CS (Chapter 23) <strong>Oral presentations of Final Paper</strong></td>
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<tr>
<td>April 26</td>
<td>Dialog with Stuart hall (Chapters 24 &amp; 25) <strong>Oral presentations of Final Paper</strong></td>
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<tr>
<td>MAY 3</td>
<td>Course overview &amp; <strong>Written papers due</strong></td>
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ABOUT THE PROFESSOR

Anantha S. Babbili (Ph.D., The University of Iowa) is Professor of Communication & Media Studies at Texas A&M - Corpus Christi. He was Provost and Vice President for Academic Affairs of the university from 2007 to 2010. He is former Dean of the College of Mass Communication (2002-2007) at Middle Tennessee State University. Babbili taught and directed the Journalism and Media Studies department at Texas Christian University, Fort Worth, for more than two decades. He was the visiting Rogers Chair in Journalism and New Information Technologies at the University of Western Ontario, Canada and lectured in Mexico, India, Slovakia, UK and Asia. Babbili is the co-author of the book, An Ethics Trajectory, published by the University of Illinois Press and has published his research in several books including Communication Ethics and University Values, Critical Issues in Media, Barnia by Television (British Film Institute), Mass Media in the Middle East, and The Press and the State.

A former journalist, Babbili has published scholarly articles that have appeared in journals such as Media, Culture and Society, Journal of Communication Inquiry, Newspaper Research Journal and the International Third World Studies Journal. Babbili was the Editor (2000-2008) of the national Journalism & Communication Monographs and served on the editorial boards of the Journal of Mass Media Ethics and Journalism Studies. He is on the International Bibliography of the Social Sciences advisory board at the London School of Economics and Political Science. He received the Barry Bingham Award from the National Conference of Editorial Writers and was the consultant to the United Nations and the UNESCO on human rights and communication. The Carnegie Foundation and the Council on the Advancement and Support of Teaching named Babbili the Texas Professor of the Year. He is the recipient of the National Teaching Award from the Poynter Institute for Media Studies, St. Petersburg, Florida. His columns and opinions as a news source on breaking events and U.S. foreign policy appeared on CNN, ABC News, CBS, and NBC and in Chicago Tribune, New York Times, Fort Worth Star-Telegram and other media outlets. Before earning his doctorate, Babbili earned two undergraduate degrees in biological sciences and journalism from his native India and M.A. in journalism from the University of Oklahoma.

Since 2006, Babbili has been a member of the governing board of a communication institute operated by a reputed media-related reputed foundation in India. As the Provost of Texas A&M Corpus Christi, Babbili served as the chief institutional liaison to the successful SACS accreditation Process and was responsible for overall quality of academic affairs of the University. He is the graduate of the Management and Leadership program of Harvard University.

What do we do in the Department of Communication & Media? Here’s our mission:

Develop students who are effective and ethical communicators with the creative, critical, and collaborative skills necessary to succeed in a diverse global environment.

What are the Department’s Objectives? After graduation, our graduates are able to:

- Demonstrate the ability to communicate effectively;
- Practice the ability to work with others to create a product; and
- Recognize ethical issues in communication