

UPDATED

FOLK STUDIES 373: FOLKLORE & THE MEDIA

Instructor: Matthew L. Hale

Office: The Internet (in it's entirety)

E-mail: matthew.hale0009@gmail.com (I'd prefer you use this email - I check it all the time)

COURSE DESCRIPTION

This course will promote media literacy and critical thinking through an exploration of mass mediated popular culture. We'll examine the role of art and creativity in everyday life, political discourse, fandom, memes, urban legends, videos, etc. all while accumulating a powerful set of theoretical tools throughout the brief, but intense summer semester.

COURSE REQUIREMENTS

All course readings/exams/content generally will be made available for free through the course BlackBoard website (wallets rejoice).

DISABILITY POLICY

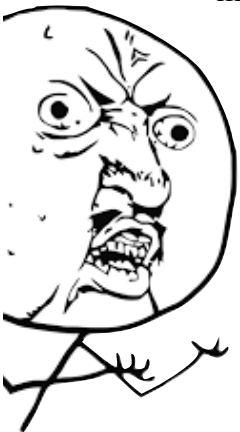
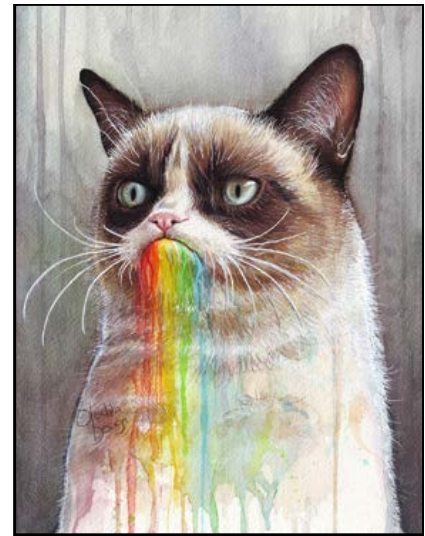
Students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact Student Disability Services, DUC A-200, phone (270) 745-5004, TDD 745-3030. Please DO NOT request accommodations from the professor without first getting a letter of accommodation from Student Disability Services. But please do talk to your professor, as early in the semester as possible.

POPULAR CULTURE MAJOR

This course counts as a required course for the major in Popular Culture Studies. This program offers WKU undergraduates the chance to broaden their understanding of the arts and culture of everyday life including such areas as television, film, music, sports, advertising, customs and rituals. Through innovative interdisciplinary coursework the major helps students critically analyze a wide range of popular cultural forms, their uses by audiences, and their impact on the broader social, political and economic landscape. If you are interested in learning more about this exciting and innovative program, contact your instructor or check out the Popular Culture Studies website at www.wku.edu/pop.

FOLKLORE MINOR AND FOLK STUDIES CLUB

Undergraduates at WKU have a rare opportunity to take a variety of folklore courses and also to minor in Folklore. A Folklore Minor is fun, challenging, and gives a unique perspective on contemporary American life. It also helps develop important critical and problem solving skills for use in the complex personal, social, occupational and political environments in which we live and work. These skills will make you a better candidate for employment, for admission into graduate programs in many fields, and for advancement on just about any career path. Courses include Cultural Diversity, Urban Folklore, Foodways, Roots of Southern Culture, Folk Art, Supernatural Folklore, African-American Folklore, and many others. The Department of Folk Studies and Anthropology also offers an M.A. in Folklore. For more information, see any Folk Studies faculty member or go to <http://www.wku.edu/pca/folk-studies>.

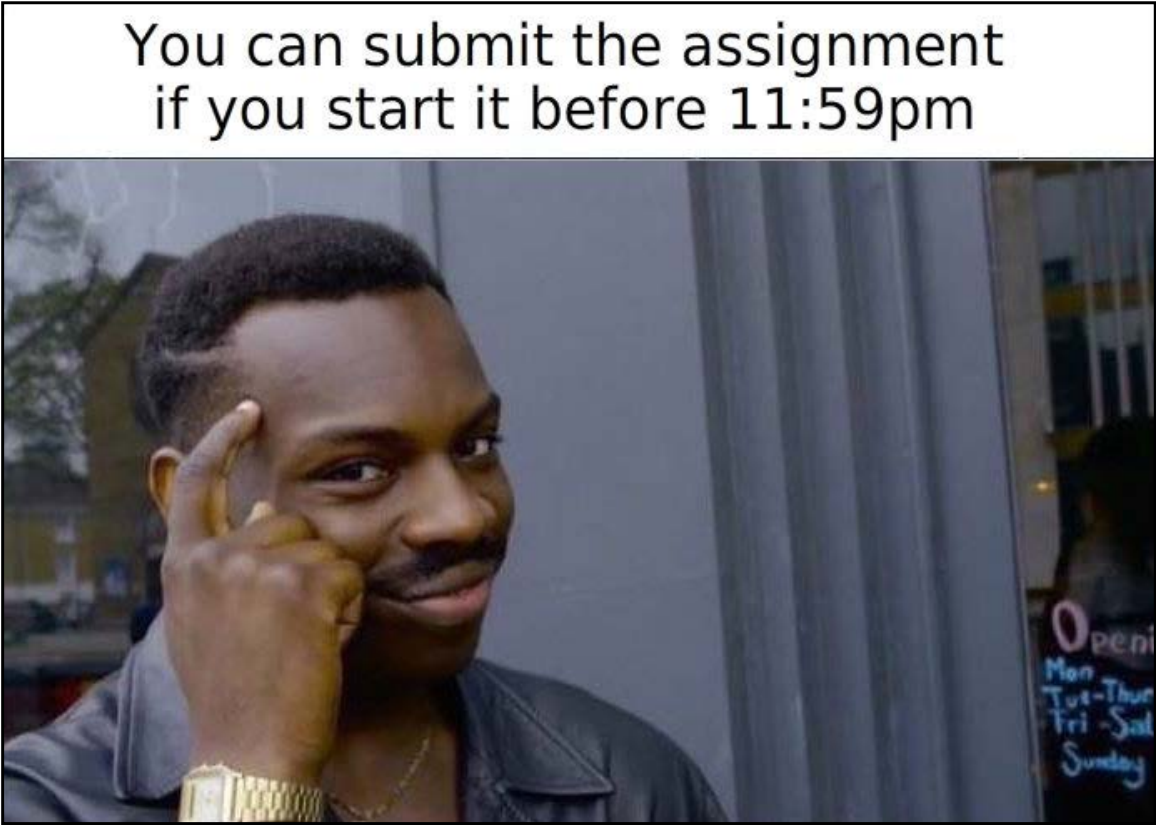


GRADING

GRADE ITEM	ASSIGNMENT POINT VALUE	TOTAL VALUE
Quizzes	10 pts x 10 quizzes	100 pts
Midterm Exam	100	100 pts
Final Exam	100	100 pts
Mini-Assignments	10 pts x 3 assignments	30 pts

NUMERICAL GRADE TO LETTER GRADE BREAKDOWN:

A	330-297
B	296-264
C	263-231
D	230-198
F	197-Below



Course Schedule

***We'll have weekly quizzes...not every single week. They aren't pop quizzes, per se (Internet and all that jazz)...They will be posted. You will submit them via BB. We'll talk about that soon.**

Jan 29	➔	Week 1: Introduction to the Course, Expectations, and the Study of Folklore itself Noyes, Dorothy - "Folklore" [BB]
Feb 5	➔	Week 2: Culture and Folk Group(s) Miner, Horace - "Body Ritual Amongst the Nacirema" [BB] Dundes, Alan "Who Are the Folk?" [BB] Williams, Raymond - "Culture is Ordinary" [BB]
Feb 12	➔	Week 3: The Vernacular and Genre Bauman, Richard - "The Philology of the Vernacular" [BB] Blank, Trevor - "Faux Your Entertainment: Amazon.com Product Reviews" [BB]
Feb 19	➔	Week 4: Urban Legends and [New] Media Peck, Andrew - "Tall, Dark, and Loathsome: The Emergence of a Legend Cycle." [BB] Goldstein, Diane - "Bad People and Bodily Fluids" [BB]
Feb 26	➔	Week 5: Convergence Culture, Commodification, Incorporation Jenkins, Henry - "Introduction: Worship at the Altar of Convergence" [BB] Hebdige, Dick - "From Culture to Hegemony" [BB]
Mar 5	➔	Week 6: MIDTERM of DOOM!!!
Mar 12	➔	SPRING BREAK!!!!!!!!!!
Mar 19	➔	Week 7: Folklore in Literature Evans, Timothy - "A Last Defense against the Dark" [BB] Haas, Heather - "The Wisdom of Wizards...Proverb Use in...Harry Potter" [BB]
Mar 26	➔	Week 8: Xerox and Copylore/Folklore and Film Preston, Michael - "Traditional Humor from the Fax Machine" [BB] Koven, Michael - "Folklore Studies and Popular Film and Television" [BB]
April 2	➔	Week 9: Digital Culture and Moral Panics Fernback, Jan - "Legends on the Net" [BB] Cohen, Stanley - "Folk Devils and Moral Panics" [BB]
April 9	➔	Week 10: Memes, Internet Culture, and Video Games Ellis, Bill - "What Bronies See When They Brohoof" [BB] Miller, Kiri - "Grover Street Grimm: Grand Theft Auto and Digital Folklore" [BB]

April 16



Week 11: Subcultures and Online Communities

Hebdige, Dick - excerpt from *Subculture: The Meaning of Style* [BB]

Bock, Sheila - "Ku Klux Kasserole and Strange Fruit Pies...." [BB]

April 23



Week 12: Fandom and Participatory Culture

Jenkins, Henry - "Star Trek Rerun, Reread, Rewritten" [BB]

de Certeau, Michel - Excerpts from *The Practice of Everyday Life* [BB]

April 30



Week 13: Repetition and Variation: Constants and Variables

Toelken, Barre - "The Folklore Process" [BB]

Deleuze, Giles - Excerpts from *Repetition and Difference* [BB]

May 7



Week 14: FINAL EXAM of DOOM!!!

me on the first day of uni
vs. me in the last semester

