A. **TITLE:** Online Media and Popular Culture
B. **COURSE NUMBER:** TCOM 360

C. **CREDIT HOURS:**
3 Credit Hours
3 Lecture Hours: 3 per week

Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE:** No

E. **GER CATEGORY:** GER 7

F. **SEMESTER(S) OFFERED:** Spring

G. **COURSE DESCRIPTION:** In this course students will explore new forms of online media and their interaction with various types of popular culture, including television, news, literature, film, and politics. Platforms like Tumblr, Twitter, Facebook, and YouTube are discussed, as well as tools like podcasts, RSS feeds, and push notifications. Transformative works and implications for copyright law are also examined. Students learn online skills while analyzing the content of popular culture and its dissemination to the wider public.

H. **PRE-REQUISITES/CO-REQUISITES:**

I. **STUDENT LEARNING OUTCOMES:**
By the end of this course, students will be able to:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>PSLO</th>
<th>GER</th>
<th>ISLO</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Analyze the content of popular culture and examine the various ways in which that content is disseminated through online media.</td>
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<td>2. Critical Thinking (IA)</td>
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<td>b. Evaluate online media tools and apply them to popular culture.</td>
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<td></td>
<td>5. Industry, Professional, Discipline Specific Knowledge and Skills</td>
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<tr>
<td>c. Argue for specific interpretations of course materials.</td>
<td></td>
<td>7</td>
<td>1. Communication (W)</td>
</tr>
<tr>
<td>d. Apply terms common to the humanities.</td>
<td></td>
<td>7</td>
<td>1. Communication (W)</td>
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**KEY**

<table>
<thead>
<tr>
<th>ISLO #</th>
<th>Institutional Student Learning Outcomes [ISLO 1–5]</th>
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<tbody>
<tr>
<td>1</td>
<td>Communication Skills</td>
</tr>
<tr>
<td></td>
<td>Oral [O], Written [W]</td>
</tr>
<tr>
<td>2</td>
<td>Critical Thinking</td>
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<tr>
<td></td>
<td>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
</tr>
</tbody>
</table>
Foundational Skills
Information Management [IM], Quantitative Lit./Reasoning [QTR]

Social Responsibility
Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]

Industry, Professional, Discipline Specific Knowledge and Skills

J. APPLIED LEARNING COMPONENT: Yes ___X___ No_______
• Creative Works/Senior Project
• Research

K. TEXTS:
(Representative texts; texts chosen by instructor)


L. REFERENCES:
(Representative references; references chosen by instructor)


M. **EQUIPMENT:** Technology-enhanced classroom, preferably computer equipped

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS**
   - Quizzes
   - Response papers or Papers
   - Participation
   - Applied Learning Project

P. **DETAILED COURSE OUTLINE:**

I. What is online media, and why does it matter?
   - A. The changing online landscape
   - B. Media convergence
   - C. Online participation and the effects of user input and interaction
   - D. Disseminating news and politics through online media

II. Online media tools
   - A. Facebook
   - B. Twitter
   - C. YouTube
   - D. Tumblr and other blogs
   - E. Podcasts
   - F. Additional tools (RSS Feeds, push notifications, etc.)

III. Transformative Works, Intellectual Property, and Copyright Law
   - A. What is intellectual property?
   - B. What is a transformative work?
   - C. The current arguments over transformative works in intellectual property and copyright law.
   - D. How online media has impacted legal arguments over transformative works and intellectual property.

IV. Online Popular Culture, Fandom, and Critical Analysis
   - A. What is “fandom”? 
   - B. Why transformative works are so important to popular culture and online fandom communities.
   - C. “Meta” – formal and informal popular culture analysis online.
   - D. How online blogs, websites, and communities help promote interest in and consumption of popular culture and other consumer products.

Q. **LABORATORY OUTLINE:** None.