

CES 286-Popular Culture
Summer 2013
Globalization and American Popular Culture



The U.S.-based food company Hormel attempts to tap into the countries love of Mexican salsa by creating “Chi Chi’s” Brand Salsa, which translates from Spanish to “Titties”.
Let the Fiesta begin, indeed!

Instructor: Consuelo Crow

Email: consuelo.crow@bellevuecollege.edu

Office Hours: **All communications should be done through CANVAS. Emails to me will receive a response within 24 hours. Special online appointments can be arranged upon request as needed.**

I will employ the use of CANVAS to post articles, websites, etc... Please familiarize yourself with CANVAS, especially if you have never used this program. [Tutorials](#) are available through a link available on the Bellevue Homepage. If you are having issues with your CANVAS site, you must contact the [Tech Folks](#). I cannot resolve these issues for you. I am including hyperlinks throughout the syllabus for easy access to services and sites I have mentioned.

This is a summer course and will take place from June 25th to August 2nd. Finals week will be August 5th-9th. We have 6 weeks to cover a lot of material. Communication from you is vital if something arises. We all have lives which is why many of you are taking this course. It affords for flexibility around our responsibilities. If you have an emergent situation that will affect your class performance, you must contact me immediately. Otherwise, students are expected to utilize this class’s 24-hour availability to perform the requirements that are laid out in this syllabus without exception.

Course Description

In Globalization and Popular Culture, we will analyze various forms of contemporary popular culture as it's expressed in mass media. Can we argue that a primary reason the United States attempts to expand its own culture and ideas around the world is because the US wants to be a symbol and model of universal luxury and lifestyle globally as a form of economic and political power? Could we state that the future of the United States depends upon making globalization Americanized?

Requirements, Course Structure and Paper Formatting

This course will use films, board discussions, academic articles, news articles, websites and readings from the required book [*Globalization and Popular Culture by Lane Crothers*](#) and is available in the campus bookstore. You are required to have this book the first day of class and it must be the correct edition.

Weekly Readings Requirements

You will be assigned chapter readings each week. Please refer to the schedule for weekly assigned readings. Some additional readings may be available by link and some will be available as a pdf. I will make links and attachments available before reading assignments are due. Any changes to your reading assignments will be given in advance.

Class Discussion Board Requirements

- Canvas is available for login 24 hours a day, 7 days a week.
- Your posts will be open from and graded by postings between Monday at 7am and Friday 9pm.
- You will be graded on your weekly participation on class discussions with me and your classroom peers on the Canvas discussion board.
- I expect well thought out discussion and respectful interaction from all students.
- You must engage in the class discussions each week by responding to discussion posts and questions, and writing your own posts and questions.
- You must make a minimum of **3** thoughtful posts per week.
- Your posts may not be less than 12 hours apart from each other to count towards your grade.

Weekly Analysis Papers, Term Papers and Formatting Requirements

Each week you will be required to write an analysis on that week's topics, discussions, and readings covered for that week. The purpose of this analysis paper is for you to condense the week's curriculum and for me to see that you understand the materials.

There will be two term papers (one midterm paper and one final term paper) required. Your weekly analysis papers are a great way to organize and source the curriculum for writing your term papers!

- **No late papers are accepted.**
- Emailed assignments *are never accepted*.
- All assignments must be submitted on CANVAS in a WORD document by 9pm every Friday.

Writing Style

- Excellent command of the written English language. In other words, most excellent grammar.
- **NOTE: If you struggle with grammar and spelling or are an ESL student, *please* let me know! I'm happy to work with you and point you in the right direction. Also, I have added several links to help you.**
- Clarity of thought.
- Good organization and attention to detail.
- Persuasiveness of your argument/s.
- Creativity. Make it an interesting read!
- PROOFREAD your work. Please do spell/grammar checks before you turn it in.
- Dude, like totally don't write **colloquially**. A conversation is a conversation. A paper is an entirely different set of discussions.

The left hand corner of all papers should include:

Your full name
CES 286
Title of your paper
Instructor's name
Date

Weekly Analysis Papers

- ONE FULL PAGE
- SINGLE SPACED
- TIMES NEW ROMAN, 12pt
- ONE INCH MARGINS
- PROPER HEADING
- DUE EVERY FRIDAY BY 10pm
- SUBMIT AS WORD DOCUMENT ON CANVAS
- **No late papers will be accepted**

Midterm Paper

- 3-5 pages
- DOUBLE SPACED
- TIMES NEW ROMAN, 12pt font

- ONE INCH MARGINS
- One additional page of citations, 4 citation sources minimum*
- No late papers will be accepted
- SUBMIT AS WORD DOCUMENT ON CANVAS

Final Paper

- 4-6 pages
- DOUBLE SPACED
- TIMES NEW ROMAN, 12pt font
- ONE INCH MARGINS
- One additional page of citations, 6 citation sources minimum*
- No late papers will be accepted

*All citations and bibliographies will be formatted in the style of MLA. You can get help with citation at any library and at the [Writing Center](#) on campus or Google it. Your citations must be relevant to your paper and must be used/incorporated into your paper to support your topic. That means you may not just Google a website and add it to your bibliography without actually reading it or using it in your paper. [You may not use Wikipedia!](#) Ever.

I always highly recommend and encourage you to visit the [Campus Writing Center](#) or your local library for help on writing your papers. I am here to help you understand the class assignment requirements; it is your responsibility to seek help with writing your papers outside the classroom.

If you need help with your writing, please make use of the following student support services:

- Academic Success Center: <http://bellevuecollege.edu/academicsuccess/>
- Academic Tutoring Center: <http://bellevuecollege.edu/tutoring/>
- TRiO Student Support Services: <http://bellevuecollege.edu/TRiO/>
- Writing Lab @ BCC: <http://bellevuecollege.edu/writinglab/>

Plagiarism and the consequences!

Plagiarism will not be tolerated! Papers are run through a Bellevue College-sanctioned anti-cheating program. Discussions will be sampled at random. [CITE, CITE, CITE](#) your sources. [It's that easy to avoid plagiarism!](#) That includes within your posts on the Discussion Board.

Grading and Points Breakdown

Letter Grade	GPA	Total Points
A	4.0-3.9	320-304
A-	3.8-3.5	303-290
B+	3.4-3.2	289-279
B	3.1-2.9	278-268
B-	2.8-2.5	267-257
C+	2.4-2.2	256-246
C	2.1-1.9	245-235
C-	1.8-1.5	234-224
D+	1.4-1.2	224-220
D	1.1-0.9	219-215
D-*	0.8-0.7	214-210
F	Below 0.7	0-209
*Lowest Passing Grade		

- Discussion board:
Up to 10pts per week for a total of 60pts
- Weekly analysis:
Up to 10pts each for a total of 60pts
- Midterm Paper 1:
Up to 100 points
- Final Paper 2:
Up to 100 points
- A total of points possible for the quarter 320
- No late papers will be accepted

Expectations

- You will not pass this class if you do not turn in your homework.
- You will not pass this class if you do not actively engage in discussions or the material.
- Do not plagiarize. Seriously, don't do it.
- Come to class with an open mind, ready to think and study.
- Keep comments and discussions with me and your fellow classmates respectful.
- I promise to help you in any way I can to help you succeed in this course! Please do not hesitate to contact me if you need help. If you don't communicate with me, I cannot help you.

Other Stuff

- Students requiring accommodations from the DRC, please contact the DRC and me to let us know how we can help you.
- If you have an urgent or emergent situation that will affect your classwork or performance, you must contact me right away. If you do not, there is nothing I can do to help you. You must keep open communication with me, just as you expect open and timely communication from me.
- If you are having an issue with another student, please contact me.
- I am a good resource for LGBTQ and Domestic Violence help.
- This syllabus is subject to change. I will let you know anytime a change is made.

As a reminder:

Do Not Plagiarize. I will know and you will be reported to BC for appropriate actions.

Here is a link to the writing center's guidelines to avoid plagiarism:

<http://bellevuecollege.edu/asc/writing/essays-guides/documents/plagiarism.pdf>

No late papers are accepted. Emailed assignments *are not accepted*.

All assignments must be submitted on CANVAS.

Course Assignment Schedule

June 25th-June 28th

- Read the introduction and Chapter 1 in Globalization and Popular Culture
- Weekly analysis paper
- Watch “America the Beautiful” on Netflix
- Please read your syllabus thoroughly, and then send me an email on CANVAS confirming you have read the syllabus, that you understand the syllabus and agree to abide by the syllabus for the quarter.

July 1st-July 5th

- Read Chapter 2 in Globalization and Popular Culture
- Weekly analysis paper

July 8th-12th

- Read the introduction and Chapter 3 in Globalization and Popular Culture
- Weekly analysis paper

Midterm Paper due July 13th at 9pm

July 15th-19th

- Read the introduction and Chapter 4 in Globalization and Popular Culture
- Weekly analysis paper

July 22nd- 26th

- Read the introduction and Chapter 5 in Globalization and Popular Culture
- Weekly analysis paper

July 29th-August 2nd

- Read the introduction and Chapter 6 in Globalization and Popular Culture
- Weekly analysis paper

Final Paper Due August 7th, 2013 at 9pm