

Minnesota State University Moorhead

COMM 410: The Rhetoric of Popular Culture

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Examines how popular culture artifacts generate meanings in contemporary society. Surveys various rhetorical approaches to understanding popular culture including dramatic, Marxist, feminist, media-centered, and cultural.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Evaluate your response to popular culture and consciously choose how you will participate in popular culture.
2. Interpret words and images in popular culture.
3. Use a variety of theoretical frameworks to generate multiple perspectives of various aspects of popular culture.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted