University of Hawaii Community Colleges
Proposal to Initiate, Modify or Delete a Course

1. Type of Action
   - [ ] A. Addition   - [ ] B. Deletion
   - [ ] C. Modification:   - [ ] Other
     - in credits
     - in title
     - in prerequisites or co-requisites

2. New Alpha, Number and Title
   - IS 204: Themes in Popular Culture

3. Credits
   - 3 credits

4. Old Alpha, Number and Title
   - 5. Credits

6. New Catalog Description
   - An interdisciplinary study of a specific event, person, idea, or process in popular culture which will bring together various methodologies and conceptual tools to create a complex analysis. Topics covered will include: the concept of popular culture, how elements of popular culture are created and circulated, how elements of popular culture connect to historical, political, social, symbolic and intellectual history, how different groups in society are related to the elements of popular culture, and how popular culture plays a role in the lives of individuals.

7. Select box and type specific information in text box.
   - Prerequisites
   - Corequisites
   - Recommended Preparation

8. Student Contact Hours Per Week
   - Lecture: 3
   - Lab: 0

9. Proposed Date of First Offering
   - Semester: Spring
   - Year: 2009

10. This course [ ] is proposed for the Liberal Arts Program Program. [ ] can fulfill * If Other, specify elective credit

11. This course [ ] the number of credits required for the program/core.

12. Equivalent or similar courses offered in the UH System:

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13. This course is (check one and click in appropriate textbox and provide details):
   - [ ] Already articulated with
   - [ ] Appropriate for Articulation with
        - Provide details of existing or desired articulation (date, college(s), purposes, pre-major, etc.) in this space:
        - Provide details of existing or desired articulation (date, college(s), purposes, pre-major or major, etc.) in this space:
   - [ ] Not yet appropriate for Articulation.

14. Reason for Initiating, Modifying or Deleting Courses or Other Pertinent Comment:
   - To provide students with an interdisciplinary course combining social analysis and cultural studies.

Requested by: ___________________________ Date: 2-25-08
Approved by: ___________________________ Date: 3-15-08

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CCC #6100 (Amended for WCC use October 2002)
University of Hawaii Community Colleges
Proposal to Initiate, Modify or Delete a Course

Levels of Review of Course Proposal at Windward Community College

Course Alpha, Number, and Title: IS 204

Signatures

1. Department Area (more than one departmental instructor's signature required)

   [Signatures]

   [Dates]

2. Department

   [Signatures]

   Department Chairperson

   [Dates]

Was this course discussed in a department meeting? ✓ Yes □ No

3. Division

   [Signatures]

   [Dates]

4. Curriculum Committee Review

   Approved ✓

   Disapproved □

   Reason:

   [Signatures]

   Curriculum Committee Chairperson

   [Dates]

CCCM #6100 (Amended for WCC use October 2002)
1. How is this course related to the education needs and goals of the College/Department/Community as reflected in the EDP/ADP?

Insofar as the college mission is to create "culturally aware members of our community", an interdisciplinary variable content course focusing on themes in popular culture would be a valuable addition to the courses available at the college. Students will learn to think critically about the culture that surrounds them by focusing on a specific element of that culture.

2. Provide details of any additional staff, equipment, facilities, library/media material, faculty preparation and other financial support that would be required to implement this course. (Include an estimate of the actual cost of supplies and equipment.) What has been done to provide for these additional costs for the proposed date of offering? Who will teach the course?

No additional staff or materials will be required, except that additional library materials may be useful for courses covering specific themes.

3. Is a similar course taught elsewhere in the UH system? No If yes, provide details of how this course differs from existing similar courses.

4. Is this course experimental and/or unique to Windward Community College? Yes If yes, provide rationale and details of its impact on the College Curriculum.

The course will dovetail well with existing college curricula while offering a way to create an interdisciplinary curriculum. The course would be suitable for co-teaching and for inclusion in learning communities. It would also allow the college to offer students topical and timely course content that would not be suitable for typical, more fixed-content, courses at the college.

5. Is a similar course taught in the upper division level by a 4-year UH college? No If yes, explain why this course is appropriate at the lower division or how it differs from its upper division counterpart.

There are courses that consider popular culture, but they are not variable content and are not general discussions of the topic.

6. Please attach a complete course outline. Your course outline should address all the items listed in the Guidelines for Course Outlines.

7. If this course is numbered 100 or above or appropriate for transfer to a 4-year college, complete and attach WCC Form for Transfer Courses (blue). See criteria for transfer courses.
IS 204: Themes in Popular Culture: Elvis and Hawaii (as an example)
3 Credits
Date and Time

INSTRUCTOR: •••
OFFICE: •••
OFFICE HOURS: •••
TELEPHONE: •••
EFFECTIVE DATE: Spring, 2009

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College is committed to excellence in the liberal arts and career development; we support and challenge individuals to develop skills, fulfill their potential, enrich their lives, and become contributing, culturally aware members of our community.

CATALOG DESCRIPTION

An interdisciplinary study of a specific event, person, idea, or process in popular culture which will bring together various methodologies and conceptual tools to create a complex analysis. Topics covered will include: the concept of popular culture, how elements of popular culture are created and circulated, how elements of popular culture connect to historical, political, social, symbolic and intellectual history, how different groups in society are related to the elements of popular culture, and how popular culture plays a role in the lives of individuals.

STUDENT LEARNING OUTCOME

The student learning outcomes for the course are:

1. Identify the connection between the theme in popular culture with larger political, social, and intellectual patterns in society
2. Analyze the connection between the theme in popular culture and other themes, either contemporary or historical.
3. Participate effectively in group discussions, given evidence of thoughtfulness and an engagement with other people’s positions
4. Connect local elements of popular culture to global economic and political systems
5. Explain and justify an evaluation of the role of popular culture in the student’s life.
COURSE CONTENT

**Concepts or Topics**

- high, folk, and popular culture
- Consumerism
- Culture and Society
- Commodification
- Globalization
- Symbolism
- Ideology
- Hegemony

**Skills or Competencies**

- 1. Social Critique
- 2. Historical Analysis

COURSE ASSIGNMENTS

**Reflective Papers - 4 papers, 15% each, 60% total**

Students will write four short reflective papers discussing readings from the class.

**Newspaper Archive Project - 20%**

Find a newspaper article from *Star Bulletin* or *Honolulu Advertiser* on a significant event in Elvis’s biography. Write a short paper analyzing how the article is describing the event. What are the social and political values that frame the story? Include a copy of the article.

**Class Presentation - 20%**

Students will each do a 10 minute class presentation on some aspect of the connection between Elvis and Hawaii. The topic is up to the student, but should be submitted to the instructor for prior approval.

LEARNING RESOURCES

**Textbooks**


Reading packet (available at the bookstore)

**DVDs**

*Elvis - Aloha from Hawaii*
*Blue Hawaii*
*Paradise, Hawaiian Style*
*Girls! Girls! Girls!*

The book and the DVDs are available on reserve in the WCC Library.
Reading packet will include:

Erika Doss, “Believing in Elvis: popular piety in a material culture”
Chadwick, "Introduction: Ole Massa's Dead, Long Live the King of Rock'n'Roll"
Marcus, "Still Dead: Elvis Presley without Music"
Gael Sweeney, “The King of White Trash Culture: Elvis Presley and the Aesthetics of Excess”
Haunani-Kay Trask, “Lovely Hula Hands: Corporate Tourism and the Prostitution of Hawaiian Culture”
Raymond Williams, “Base and Superstructure”
Jean Baudrillard, “Simulacra and Simulations”
Max Horkheimer, “The Culture Industry: Enlightenment as Mass Deception”

Other Resources

Erika Lee Doss, Elvis Culture: Fans, Faith, and Image
Douglas Brode, Elvis Cinema and Popular Culture
Janice Gregory, When Elvis Died: Media Overload & the Origins of the Elvis Cult
Jerry Hopkins, Elvis in Hawaii
Elvi W Whittaker, The Mainland Haole: The White Experience in Hawaii

Websites

http://www.elvisinhawaii.com
http://www.theholidayspot.com/elvis
http://www.elvispedia.org/

DISABILITIES ACCOMMODATION STATEMENT

If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale `Akoakoa 213 for more information.