

Syllabus

ELS 212 – Literature, Popular Culture and the Mass Media (Credit Units: 3 C)

Department of Languages
(English and Literary Studies)
Faculty of Arts

University of Delta, Agbor, Nigeria

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Office Hours: Monday through Friday 10:00 am - 4:00 pm

I could be reached via any means. However, face-to-face interaction is the best. It is more enriching and generally leads to more refined and focused questions resulting in your improved understanding. Such questioning and interactions are usually reinforced through the numerous paralinguistic features of communication. I strongly recommend that students take advantage of my office hours which spans the week apart from lecture hours. Questions during, immediately after class or at any other times are always attended to.

Meeting Time and Place: Monday, Wednesday, & Friday 12:00 noon - 1:00 pm, Faculty of Arts, Block 1 Room A2

Attendance

Students are expected to attend every class. If, for any reason, a student is to miss a class, it is his/her responsibility to make up for the work missed. And it is mandatory that such student inform the lecturer in advance if he/she is to be absent from class. It must be noted here that attendance at lectures constitute part of Examination.

Methods of Instruction

This syllabus contains an overview of what will be covered in class. Assignments will be given (i) in class, (ii) through zoom or (iii) any other means assessable to the students. But this must reach ALL students for be implemented. Responses to such assignment will be submitted via means that must disenfranchise any student. Regularly attending classes, doing all your test and homework will help the average and borderline cases.

Overview

Literary artist and critics have duties to perform. These are done among people who make up the society. There are demands on these practioners of the arts. They function as the conscience of the society, interpreting the society and her actions and finally pointing the better ways to go or do things. These are done in a creative manner. This is also applicable to the domain of the mass media, which brings information to the people albeit in a factual form, without dependence on imagination in the technical sense of the term. The objective of this course is the expose students to the ways of reading the characters and moods of the society, interpreting her actions and projecting the outcome of past and present actions and inactions. This course is to expose the students to the similarities and differences in the functions perform by both literature and mass media in relation the popular culture.

Objectives

The objectives of this course are to: (i) define and explain the concept of literature; (ii) define and explain the concept of popular culture; (iii) define and explain the concept of mass media; (iv) identify the functions of literature in the general sense; (v) discuss the functions identified in (iv) above; (vi) identify the functions of mass media; (vii) establish the link

between literature and mass media; (viii) identify and discuss the relationship between literature and popular culture; (ix) identify how literature could be employed to enhance popular culture; (x) establish and discuss how mass media could be used to develop popular culture; and (xi) examine the relationship among the three: literature, mass media and popular culture.

Learning outcomes

By the end of the course, students should be able to: (i) define and explain the concept of literature; (ii) define and explain the concept of popular culture and highlight the importance of culture; (iii) define and explain the concept of mass media, and identify features of electronic and print media; (iv) identify and discuss the functions of literature in the general sense; (v) identify the functions of mass media; (vi) establish the link between literature and mass media; (vii) identify and discuss the relationship between literature and popular culture; (viii) identify how literature could be employed to enhance popular culture; (ix) establish and discuss how mass media could be used to develop popular culture; (x) examine the relationship among the three: literature, mass media and popular culture; (xi) identify and interpret societal trends; (xii) apply literature and mass media in the generation and propagation of popular culture.

Course Contents

Define and explain the concept of literature. Identify the functions of literature. Define and explain the concept of mass media. Identify the functions mass media. Define and explain the concept of popular culture. Identify the nature of popular culture. Identify and discuss the importance of culture. Establish the link between literature and mass media. Identify and discuss the relationship between literature and popular culture. Identify how literature could be employed to enhance popular culture. Establish and discuss how mass media could be used to develop popular culture. Examine the relationship among the three: literature, mass media and popular culture. Identification and interpretation of societal trends. Practical application of literature and mass media in the generation and propagation of popular culture.

Lecture Schedules

Week Content Lecture notes/slides

- 1 Define and explain the concept of literature. Identify the functions of literature.
- 2 Define and explain the concept of popular culture. Identify the nature of popular culture.
- 3 Define and explain the concept of Mass Media. Identify the functions of Mass Media.
- 4 Identify and discuss the importance of culture. Establish the link between literature and mass media.
- 5 Identify and discuss the relationship between literature and popular culture.
- 6 Identify how literature could be employed to enhance popular culture.
- 7 Assignment
- 8 Establish and discuss how mass media could be used to develop popular culture
- 9 Test
- 10 Examine the relationship among the three: literature, mass media and popular culture.
- 11 Identification and interpretation of societal trends.
- 12 Practical application of literature and mass media in the generation and propagation of popular culture I
- 13 Practical application of literature and mass media in the generation and propagation of popular culture Revision II
- 14 Revision
- 15 Final Exam

Examination schedule

- 1 Attendance.
- 2 Assignment
- 3 Class Test
- 4 Practical exercises
- 5 End of Semester Exam

Practical Exercises

- 1 Gathering of some elements of culture from electronic and print media,
- 2 Collection of elements of African culture, example from festivals, marriages and burials.
- 3 Collection of samples of modern culture from the social media.

Grading

- Assignment: 5% of grade
- Attendance: 5% of grade
- Practical: 10% of grade
- Test: 10% of grade
- Final Exam: 70% of grade

Text and References Sources

Literature Texts (Novel, Play and Poems)

Radio Stations

Major Nigerian newspapers

Nigerian Television media

Traditional Festivals

Christian festival

Traditional marriage scene

Social Media (Whatsapp, Youtube, Tick Tok, Twitter,)Facebook

Student Conduct

All students registered at the University must follow the canons of decorum and satisfactory behaviour favourable to a positive learning environment. The code of conduct for student is described in detail in the students' handbook and University website.

Academic Honesty

There must be high level of academic honesty and decorum in the study of this course. The major rule of scholarship to be kept in mind and obeyed is that there shall be no form of plagiarism or academic cheating / stealing.