

CAPILANO UNIVERSITY COURSE OUTLINES		
<b>TERM:</b>	<b>COURSE NO:</b>	<b>ANTHROPOLOGY 320</b>
<b>INSTRUCTOR: BOB MUCKLE</b>	<b>COURSE NAME:</b>	<b>ARCHAEOLOGY AND POPULAR CULTURE</b>
<b>OFFICE: FR431    LOCAL: 7853 E-MAIL:    bmuckle@capilanou.ca</b>	<b>SECTION NO(S): 01</b>	<b>CREDITS: 3</b>

#### **COURSE FORMAT:**

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15 week semester, which includes two weeks for final exams.

#### **COURSE PREREQUISITES:**

Minimum 45 credits, including one lower level anthropology course

#### **COURSE DESCRIPTION:**

This course is about archaeology in popular culture. The focus is on critically evaluating the way archaeology and archaeologists are depicted in popular culture; the way the prehistoric past and prehistoric peoples are depicted in popular culture; and the way archaeology and the human past are used in tourism, theme parks, and advertising.

#### **COURSE LEARNING OBJECTIVES:**

Upon successful completion of this course students will

- a) have general knowledge base about the nature of popular culture and how it is studied; evaluated by reading questions and exams
- b) have a general knowledge base about the nature of archaeology and the contexts in which it is practiced in the early 21<sup>st</sup> century; evaluated by reading questions and exams
- c) have a basic knowledge of world prehistory; evaluated by reading questions and exams
- d) be familiar with the ways in which social scientists evaluate competing explanations; evaluated by exams
- e) be able to apply critical thinking skills to popular notions about the past; evaluated by exams and research paper
- f) be able to demonstrate their knowledge base and critical thinking skills in writing and visually; evaluated by research paper and poster presentation

#### **REQUIRED TEXTS:**

Fedorak, Shirley. *Pop Culture: The Culture of Everyday Life*. University of Toronto Press. Toronto. 2009.

Holtorf, Cornelius. *Archaeology is a Brand: The Meaning of Archaeology in Contemporary Popular Culture*. Left Coast Press. Walnut Creek, CA. 2007.

**Required text – continued**

*Reading Package for Anth 320: Archaeology and Popular Culture.* A selection of (i) articles from *American Anthropologist*, *Current Anthropology*, *European Journal of Archaeology*, *American Antiquity*, *Teaching Anthropology*, and *Saturday Night*, (ii) excerpts from the following books *Frauds, Myths and Mysteries: Science and Pseudoscience in Archaeology*, 6th ed ; *Prehistory of Sex: Four Million Years of Human Sexual Culture*; *Inauthentic Archaeologies*; *Archaeology in the Media*; *Box Office Archaeology*; *Digging Holes in Popular Culture*; and *From Stonehenge to Las Vegas: Archaeology as Popular Culture*

**COURSE CONTENT & READINGS:**

**PART 1: INTRODUCING POPULAR CULTURE and ARCHAEOLOGY'S PLACE IN IT**

**What is Popular Culture?**

*Read: Fedorak Ch. 01, 03 ,04, 05*

**The Study of Popular Culture**

*Read: Fedorak Ch. 02*

**Archaeology's Place in Popular Culture**

*Read: Holtorf Ch 01, 03; 'Archaeology and the Media' and 'Archaeology and Popular Culture'*

**PART 1I: EVALUATING POPULAR NOTIONS OF ARCHAEOLOGY AND ARCHAEOLOGISTS**

**Popular Perceptions of What Archaeology Is**

*Read: Holtorf Ch. 04*

**Popular Perceptions about Who Archaeologists Are and What They Do**

*Read: Holtorf (2007) Ch 5; 'The Celluloid Archaeologist' and 'Romancing the Stones: Archaeology in Popular Cinema'*

**The Good, the Bad, and the Serious Aspects of Archaeology in Popular Culture**

*Read: "Public Presentations and Private Concerns: Archaeology in the Pages of National Geographic"*

**PART III. EVALUATING POPULAR NOTIONS OF PREHISTORY**

**Life in Prehistory: How Nasty, Brutish, and Short Was It?**

*Read: 'Bad Hair Days in the Palaeolithic'; 'In Defence of Neandertal'*

**Sexuality in Prehistory**

*Read: Excerpts from 'The Prehistory of Sex: Four Million Years of Human Sexual Culture'; Excerpts from 'Erect Men/Undulating Women'; 'Palaeohooters: Who Turned Prehistory into Babewatch?'; and 'Archaeology Matters – The Sex Column'*

**Evaluating the Popular, but Rather Bizarre Notions About People, Places, and Events of the Past**

*Read: 'Lost: One Continent' and 'Prehistoric ET: The Fantasy of Ancient Astronauts'*

**Course content & readings - continued****Evaluating Popular, but Not so Bizarre, Notions of the Major Events in Prehistory**

*Read: 'Explaining Things of Archaeological Interest'; 'The Life and Times of the Ever-Changing Hollywood Indian' and 'The Worst Mistake in the History of the Human Race'*

**PART IV: ARCHAEOTOURISM AND ARCHAEOLOGY IN ADVERTISING****Marketing Heritage to the Masses**

*Read: 'Archaeology after Nationalism: Globalization and the Consumption of the Past'*

**Archaeology, Living Museums, and Theme Parks**

*Read: 'Deep Dirt: Messing up the Past at Colonial Williamsburg'; 'Repackaging the Pilgrimage: Visiting the Holy Land in Orlando'; and 'Megalithomania: Archaeology at Play'*

**Archaeology, Advertising, and Cultural Appropriation**

*Read: 'Copyrighting the Past? Emerging Intellectual Property Rights in Archaeology'*

**EVALUATION PROFILE:**

Midterm.....	25%
Final Exam.....	20%
Research Paper.....	25%
Presentation.....	15%
Reading Questions (3 x 5% each).....	15%
	100%

**GRADING PROFILE:**

A+ = 90 - 100%	B+ = 76 - 79%	C+ = 64 - 67%	D = 50 - 54%
A = 85 - 89	B = 72 - 75	C = 60 - 63	F = 0 - 49
A- = 80 - 84	B- = 68 - 71	C- = 55 - 59	

**ASSIGNMENTS:**

<u>Exams:</u>	Both the midterm and final exam are short answer, requiring responses to be written in complete sentences and paragraphs.
<u>Research Paper</u>	Students are required to write one 1500 word research paper on a topic that fits within one of the major themes of the course. Approval of the topic and outline by the instructor is mandatory.
<u>Presentation:</u>	Students are required to present the results of their research in a poster presentation. Each student will be allotted one 4' x 8' section of wall space to visually display their research in a form common at academic conferences, and enter into conversation about the project with other students and the instructor.
<u>Reading Questions:</u>	Students are required to answer, in complete sentences, three sets of questions based on the readings assigned for lectures and for "fourth-hour" activities.

**OPERATIONAL DETAILS:**

*Capilano University has policies on Academic Appeals (including appeal of final grades), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. Copies of these and other policies are distributed to all students during the registration process and are also available in the University Calendar and in the Library.*

Attendance: Students are expected to attend all classes.

Fourth Hour, Non-classroom Activities:

In addition to attending class, students are expected to participate in on-line activities which will take approximately one hour per week. Mostly, these activities include watching on-line videos and reading articles or news stories from the web or sent to students by the instructor via email.

Missed Exams:

Alternate exams for students who missed the midterm or final exam are given at the discretion of the instructor, and are generally provided only for medical emergencies or severe personal crisis.

Cheating/Plagiarism:

Depending on the severity – “0” on the test or assignment; failure of the course; or expulsion from the university.

Incomplete Grades:

Incomplete grades are given at the discretion of the instructor, and are generally provided only for medical emergencies or severe personal crisis.

Electronic Devices:

Cell phones and smart phones must be turned off during class times. Laptops are to be used for note-taking only. Students who use laptops are encouraged to sit at the back of the room where they are less distracting to others.

No electronic devices of any kind allowed during exams, with the exception of students with verified writing disabilities who may use a computer to write tests under supervision.

Instructor Assistance:

Students are encouraged to seek assistance from the instructor through office visits or email. When emailing the instructor, students should be certain to put the course in the subject line (ie. ANTH 320).

Emergency Procedures:

In case of emergency, follow the direction of the instructor. Please read the emergency procedures posted on the wall of the classroom.