

FANDOM, CULT MEDIA AND SUBCULTURE (MINOR)

PRAD 340	BRAND ACTIVATION AND CONSUMER PROMOTION
PRAD 383	BRANDED CONTENT

The College of Communication currently features multiple classes across many programs and curricula that all focus on the idea of "cult" media or subcultural audiences—that is, aspects of culture that are separate from, or differentiate themselves from the mainstream, or that present new ways of examining consumers and the emotional resonance of various media products on contemporary audiences. Courses that focus on genre films and television, audience analysis, affect, and cult products span the Media and Popular Culture program, the Journalism program, the Public Relations and Advertising program, and the Communication Studies program. The Fandom, Cult Media, and Subcultural Studies minor will unite these courses under one banner in order to provide interested students with a focused concentration on fandom and cult media. The purpose of this minor is to allow students to understand how audiences and media producers design media texts to confront and challenge contemporary ideologies, to offer alternatives to the mainstream, and to engineer deliberate affective reactions in audiences.

A minor in Fandom, Cult Media, and Subcultural Studies requires students to complete a total of six courses (24 credit hours).

Course Requirements

Course	Title	Quarter Hours
MPOP 261	INTRODUCTION TO FAN STUDIES	4
MPOP 271	MEDIA AND CULTURAL STUDIES	4
Select four of the following:		16
CMNS 330	TOPICS IN PERFORMANCE (requires departmental approval)	
JOUR 377	SPECIAL TOPICS IN JOURNALISM (requires departmental approval)	
MPOP 260	TRANSMEDIA STORYTELLING: BUILDING A NARRATIVE WORLD	
MPOP 275	COMICS STUDIES	
MPOP 280	BAH HUMBUG! CHRISTMAS MOVIES/TV AND MEDIA METHODS	
MPOP 348	TOPICS IN FILM GENRE	
MPOP 351	TOPICS IN TELEVISION STUDIES	
MPOP 352	TOPICS IN NEW MEDIA	
MPOP 353	TOPICS IN MEDIA STUDIES	
MPOP 358	TOPICS IN COMICS STUDIES	
MPOP 359	TOPICS IN CULT STUDIES	
MPOP 360	B-MOVIES	
MPOP 361	FANDOM & PARTICIPATORY CULTURE	
MPOP 363	TOPICS IN FAN STUDIES	
MPOP 364	MONSTERS IN POPULAR CULTURE	
MPOP 367	SPORTS FANDOM	
MPOP 368	MUSIC INDUSTRIES AND CULTURE	
MPOP 369	TIME TRAVEL ON TELEVISION	
MPOP 379	VIDEO GAME STUDIES	
MPOP 380	BOARD GAMES AS MEDIA	
PRAD 335	DIVERSITY & CURRENT ISSUES IN ADVERTISING AND PUBLIC RELATIONS	