

Dr. Gilbert Estrada

Office: Social Sciences Tower, 375 SST

E-mail: gvestrad@usc.edu

Office Hours:

TH: 5:45 - 6:45 p.m.

or by appointment

Skype: gilbertestrada

(by appointment only)

Chicana/o y Latina/o Studies 121: Latina/Latino Popular Culture (61150) (4 Units)

Winter 2014

Thursdays: 7:00 – 9:50 p.m.

Room: SSL 290



Course Description:

This course will engage and introduce students to Latina/Latino popular culture. With a focus on the politics of language and space/place, this course prepares students to critically analyze sites of Latina/Latino popular culture including: music, film, television, performance, sports, media, art, food, and varied subcultures. Most of our examples will come from the 1950s forward, with special emphasis on the contemporary period.

Course Structure:

The course is designed to put you at the center of learning through student centered, not professor centered, learning methods. As such, your full participation is not only encouraged, but obligatory. Students will fully engage in class discussions on assigned readings, lectures, speakers, or any other assignments in our “natural critical learning environment.” That means you must have completed the readings before class. In other words, come to class prepared and expect to participate. While lectures are a central part of our process, this course also offers you participatory agency, where you are an integral part of the learning process, not a passive listener. This is a seminar class; expect to significantly contribute to the learning environment and your education!

Student Learning Outcomes:

After successful completion of the course, students should be able to:

1. Identify and elucidate interdisciplinary examples of Latina/Latino popular culture.
2. Explain important social and political frameworks of Latina/Latino popular culture in the United States.

Course Requirements:

Your final grade for this course will be evaluated through five main areas:

- 1. Attendance and Participation in Seminar – 10%**

2. **Essay – 15%**
3. **In Class Writing & Learning Assessments – 15%**
4. **Midterm Exam – 30%**
5. **Final Exam– 30%**

1. Attendance and Participation in Seminar – 10%

Ten percent of your overall course grade is attendance and participation. Therefore, coming to class on time, being prepared to participate, and ready to engage with the professor and students is crucial to your successful understanding of the course material. I may take attendance unannounced and your presence will count toward your participation. Attendance may be taken at any time during the class session or through other means such as quizzes or written activities that you are required to turn in. I expect you to come to class on time and stay for the entire duration of the class. If you leave early, or are late, you will receive ZERO credit. A signed doctor's note or a military excuse are the only exceptions.

2. Essay –15%

A short essay will be assigned. A handout with more information will be passed out during class.

3. In Class Writing & Learning Assessments – 15%

Formative learning activities and writing assignments will take place during class. If you are absent and/or do not complete the writing assignments, they **can not** be made up. A signed doctor's note and military deployment are the only exceptions. Assessments may also take place in the form of a quiz. Each prompt will give specific instructions. In order to receive full credit, follow all instructions on the prompt. You have two weeks to query any grade or missing grade after it has been posted online.

Unless stated otherwise, you will not receive full credit unless your *Reply* contains:

- An answer to the question posted by the instructor.
- At least one piece of properly contextualized, cited information drawn from lecture or required reading that supports your answer.
- The required page length (addressed on the prompt).

4. Midterm – 30%

Students should prepare well in advance for a Midterm exam given on **Thursday, February 6** (Week 5). A study guide will be given in class with further instructions. Do you want to know what's going to be on the midterm? Follow the weekly themes on the syllabus. Use the syllabus as a study guide. No make up exams are scheduled.

5. Final Exam – 30%

Students should prepare well in advance for a Final exam on **Thursday, March 20, 7:00 – 9:00 p.m.** (Week 11). A study guide will be given in class with further instructions. No make up or early exams are scheduled.

Grades

The instructor will use the +/- grading option for this course. A grade of "C" or better is required to meet the General Education requirements. A grade of "C-" or below will not satisfy the General Education requirements (UPS 300.004).

The grading scale is as follows:

A 100-94%
A- 93-90%
B+ 89-87%
B 86-84%
B- 83-80%
C+ 79-77%
C 76-74%
C- 73-70%
D+ 69-67%
D 66-64%
D- 63-60%
F 59-0%

A – shows strong command of the subject matter by giving many significant and specific examples drawn from the lectures and readings. Gives specific details that support their answer/response via statistics, names, and content. Makes strong connections to other pertinent points discussed in class. Also gives proper citations. It is clear the student has done the reading, attends class, and understands the material. Often well written.

B– shows good command of materials and gives some specific examples drawn from lectures and/or reading. Gives some statistics, names and content. There is clearly room for improvement, usually by providing more significant and specific examples, offering more statistics, content, and proper citations.

C – shows the minimal amount of specific examples from lectures and readings in order to pass the class. All of the aforementioned criteria (i.e. examples, content) can be significantly improved. Often poorly written, which greatly distracts from the point you are trying to make.

D – did not provide any of the aforementioned criteria to pass the class; poorly written.

REQUIRED MATERIALS:

- A. Michelle Habell-Pallan and Mary Romero, Ed., *Latino/a Popular Culture* (New York University Press, 2002). PAPERBACK: ISBN-13: 978-0814736258.
- B. Beltrán, Mary C., *Latina/o Stars in U.S. Eyes: The Making and Meanings of Film and TV Stardom* (Urbana & Chicago: University of Illinois Press, 2009) PAPERBACK: ISBN-13: 978-0252076510.
- C. INTERNET & TECHNOLOGY: This class will also utilize many readily available on-line sources, many of which are available for free. Expect to receive e-mails throughout the semester with links and attachments to videos, articles, etc... that are available for free. You will be notified of any available sources but are also expected to check your e-mail for any updates.

Plagiarism/Cheating:

Students are expected to uphold the University's academic integrity standards. Plagiarism (roughly defined as appropriating another person's ideas, arguments, or wording and claiming them as one's own) will be treated as a serious offense. Students who base their arguments on someone else's work should acknowledge use of it. Cheating and/or plagiarism may result in failure of the course and expulsion from the university.

Students With Disabilities:

Any student requesting academic accommodations based on a disability is required to register with the University's Disability Support Services (DSS). A letter of verification for approved accommodations can be obtained from DSS. Please be sure the letter is delivered to me as early in the semester as possible. DSS is located at 100 Disability Services Center and can be contacted at (949) 824-7494; <http://www.disability.uci.edu/>

Cell Phone and Computer Use:

YOUR university encourages a safe, vibrant, and distraction free learning environment. Laptops are encouraged for note taking. However, the use of cell phones and computers for texting, messaging, playing games, checking electronic networking sites such as Facebook, using phone applications, non-academic internet use, etc...is prohibited. These activities show a lack of concern not only for the instructor and course material, but are also very distracting to nearby students who prioritize learning over socializing during class hours.

EXTRA ITEMS TO NOTE:

1. NO GRADES VIA E-MAIL - I will not answer any questions about grades via e-mail; you are instead encouraged to attend office hours.

2. COOLING OFF PERIOD - A “cooling off” period of 48 hours will be implemented after exams/essays are returned to students before I will field any questions.

3. PROPER FORMAT - **Everything** you turn in (e-mails included) should have your **Full Name**, **Class Name** and **Class Time**, **Date**, and **Title**. *You must have proper format to receive full credit.* i.e.

Diego Rivera
Latina/o Popular Culture
Thursdays, 7-10:00
February 20, 2014
Essay (or title of whatever you are turning in)

4. NO RECORDING DEVICES ALLOWED – All types of recording device are prohibited. This means no video, audio, or photography at any time. Please note: a partial record of class presentations may be posted on EEE before the Midterm and Final exam.

5. NO MAKE UP OF ANY BI-WEEKLY ASSESSMENT OR EXAM. NO LATE PAPERS.

6. EXTRA CREDIT – There are **NO** regularly scheduled extra credit assignments planned. If you, however, want to potentially boost your grade, participate during class discussions.

7. MISSING GRADES - You have two weeks to query any grade or missing grade after it has been posted on EEE. After the deadline, grades will remain unchanged.

8. FOLLOW INSTRUCTIONS – It is your responsibility to follow all instructions, especially when turning in assignments. For example, if you are required to turn in a hardcopy assignment but submit a digital copy instead, you may receive **ZERO** credit for that particular assignment. Follow instructions.

IMPORTANT UCI WEBSITES

Writing Center – <http://www.writing.uci.edu/writingcenter.html>

Academic Calendar – <http://www.reg.uci.edu/calendars/quarterly/2011-2012/quarterly11-12.html>

Learning and Academic Resource Center – <http://www.larc.uci.edu/>

Writing Resources

1. USC Writing Center - <http://dornsife.usc.edu/writingcenter/>, See also “Online Resources” under “Information for Students.”
2. Strunk and White, *The Elements of Style* (White Plains: Longman, 1999).
3. How to Write an Easy Video, <http://www.youtube.com/watch?v=C9nq886mOjA>, it’s okay.
4. How to Write an Effective Essay, <http://www.youtube.com/watch?v=nWqMQ26Gqi4>, longer.
5. Tips on Grammar, Punctuation & Style, <http://www.fas.harvard.edu/~wricntr/documents/GP.html>
6. Writing Tips, http://www.dartmouth.edu/~writing/materials/student/ac_paper/what.shtml
7. Yeah, more tips, http://www.oami.umich.edu/i/global/publications/posse_writing.pdf

Writing Advice

- Organize your thoughts before you start writing. What is it you are really trying to say or do? Do you have a clear message? Thesis? Etc...
- Start Early and budget your time properly
- Have a CLEAR understanding of the assignment before you begin.
- Make several drafts before you turn in your final draft. This means that you print, and then edit your paper as a hardcopy several times before you turn it in.

- Make sure someone else reads your paper before you turn it in. They will likely catch mistakes and awkward sentences that you have missed.
- Use spellcheck before you turn in your paper
- Don't Plagiarize. Keep track of any quotes or citations.
- Try this great resource: Strunk and White, *The Elements of Style* (White Plains: Longman, 1999).

READ THIS SYLLABUS CAREFULLY

It serves as your contract for this class. Please make sure that you understand all class policies, assignments, and due dates. You are responsible for being aware of everything stated in the syllabus and for following the syllabus week by week. I recommend you bring your syllabus to class everyday. You are to complete the required readings before the assigned class meetings.

CLASS SCHEDULE AND READING ASSIGNMENTS

* Portions of syllabus subject to change

Week 1 Introduction to Latina/Latino Popular Culture Race in Popular Culture & Latina/o in Sports

Jan 9

In class:

Introduction to Course, Syllabus, and Latina/Latino Popular Culture

Presentation: "How to do well in this Course"

Presentation: "How to interpret Multi-media sources"

Presentation: "Race, Racialization in Historical Popular Culture"

Presentation: "Latino Sports: Chicana/o and Latino Baseball before and after Jackie Robinson."

Latina/os and the founding of Skateboarding and Extreme sports: Tony Alva, Stacy Peralta, Tommy Guerrero, Steve Caballero.

VIDEOS: "Frito Bandito Commercial," (excerpt), "Speedy Gonzalez," (excerpt).

READ:

If there was reading this week, you should complete the reading before class starts.

Week 2 Latina/o in Sports (continued)

Jan 16

In class:

Latina/o Sports - Baseball, Skateboarding, Extreme Sports (continued), Boxing

MOVIE: "Dogtown and Z-Boys," (excerpt).

MOVIE: "Bones Bridge: An Autobiography," (excerpt).

READ:

Latino/a Popular Culture, "Learning America's Other Game: Baseball, Race, and the Study of Latinos," Adrian Burgos, Jr., 225-237.

Latino/a Popular Culture "Futbol Nation: U.S. Latinos and the Goal of a Homeland," 240-250.

Latino/a Popular Culture, "Boxing and Masculinity: The History and (Her)story of Oscar de la Hoya," Gregory Rodriguez, 252-268.

Week 3

Latina/os in Comedy and Television

Jan 23

In class:

Latina/os in Comedy/Television: Desiderio Arnaz, Freddie Prinze, George Lopez, Paul Rodriguez, Gabriel Iglesias, Cheech Marin.

VIDEO: “I Love Lucy,” (excerpt), “Chico and the Man,” (excerpt), “Condo,” (excerpt), “Why you Crying,” (excerpt), “Next Movie.”

READ:

Mary C. Beltran, Chapter 2, “The Good Neighbor on Prime Time,” 40-61.

Mary C. Beltran, Chapter 4, “The Burden of Playing Chico,” 86-107.

Week 4

Latina/os in Comedy and Television (continued / Cinema

Jan 30

In class:

Latina/os in Television (continued)

Latina/o Cinema

Rita Moreno

VIDEO: “Stand and Deliver,” (excerpt), “American Me,” (excerpt), “Mi Familia,” “West Side Story.”

READ:

Mary C. Beltran, Chapter 3, “A Fight for ‘Dignity and Integrity.’”

Mary C. Beltran, Chapter 5, “The Face of the Decade.”

Week 5

Cinema and MIDTERM – Bring Large Blue Book to Class

Feb 6

In class:

Midterm

Presentation: Latina/os in Cinema (continued).

Jennifer Lopez.

VIDEO: Movie excerpts

READ:

Mary C. Beltran, Chapter 6, “Crossing Over the Latina Body.”

Week 6

Latina/o Music

Feb 13

In class:

Selena, Tigres del Norte, Santana,

VIDEO: “The Chicano Wave,” Selena: The Queen of Tejano. (excerpt)

“Divas & Superstars,” Rock en Espanol, (excerpt).

“A New Wave: Los Tigres del Norte,” (excerpt).

READ:

Latino/a Popular Culture, “Bidi Bidi Bom Bom: Selena and Tejano Music in the Making of Tejas,” Deborah R. Vargas, 117- 138.

VIEW: Go to: <http://www.pbs.org/wgbh/latinmusicusa/#/en/exp/latinpop/universe>
It’s part of the “Latin Music USA” website. Explore the music of “Tejano,” “Rock en Espanol,” and “Latin Pop.” For each of the aforementioned titles, be sure to explore the “Read,” “Listen,” and “Watch” for each title. You are expected to have done this before class.

Week 7 Latina/o Music

Feb 20

In class:

Continue from Last Week.

VIDEO: “*Latin Music USA: Hour 3: The Chicano Wave*” by PBS (excerpt).

READ:

Latino/a Popular Culture, “Encrucijadas: Ruben Blades at the Transnational Crossroads,” Ana Patricia Rodriguez, 85-101.

Latino/a Popular Culture, “The Buena Vista Social Club: The Racial Politics of Nostalgia,” Tanya Kateri Hernandez, 61 – 68.

Latino/a Popular Culture, “The Sun Never Sets on MTV”: Tijuana NO! and the Border of Music Video, Josh Kun, 102 – 115.

Week 8 Theater and Art

Feb 27

In class:

VIDEO: “Culture Clash,” (excerpt).

READ:

Latino/a Popular Culture, “ ‘Don’t Call Us Hispanic’: Popular Latino Theater in Vancouver,” Michelle Habell-Pallan, 174-189.

Latino/a Popular Culture, “A Decidedly ‘Mexican’ and ‘American’ Semi[er]otic Transference,” William A. Nericcio, 190 – 206.

VISIT: <http://cultureclash.com>

Go ahead and explore the website. Pay particular attention to “25 Years of Culture Clash” and “CULTURE CLASH History.”

Week 9 Latina/o Media Language and Foods

March 6

In class:

READ:

Latino/a Popular Culture, “ Barbie’s Hair: Selling Out Puerto Rican Identity in the Global Market,” Frances Negron-Muntaner, 38 – 57.

Latino/a Popular Culture, “Talking Back: Spanish Media and U.S. Latinidad,” Arlene Davila, 25-36.

Week 10

Final Thoughts and Sub Popular Cultures

March 13

In class:

Mexican Morrissey
The Disney Latina/o phenomenon
Latina/o tweens.

READ:

I will be posting this weeks reading on EEE.

Week 11

FINAL EXAM – Bring Large Blue Book to Class
Thursday, March 20 7:00 - 9:00 pm.

Have a great Break and a better Spring Semester! ☺