

STAND ALONE

INDEPENDENT TEXT

Most popular culture texts we select for teaching are rich enough to STAND ALONE as curriculum in and of themselves; more complicated texts can merit two to four weeks of instruction. When looking at these popular texts one can explore a text's content and literary elements in conjunction with issues indigenous to the disciplines of media education and cultural studies. These include issues of production, audience, ideology, history, politics, dominance, subordination, power (hegemony), classicism, sexism, homophobia, racism, representation, values, positionality, power and social implications. Because many echo McLuhan's famous saying, "the medium is the message," it is essential to emphasize the elements and techniques used by media producers to add meaning. Additionally, this way of doing should acknowledge that pleasure and fun are essential elements to be embraced when teaching with popular & common cultures.



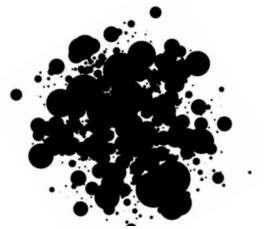
DIRECT LINK

TEXT TO CORE CURRICULA

Texts that fall into this category directly address a text or concept found in your core curriculum - any *Schoolhouse Rock* song would be an extreme of this. Teaching the *The Grapes of Wrath* using Bruce Springsteen's album *The Ghost of Tom Joad*, using the film *GATTACA* to teach genetics, or a teaching real world applications of math by having students read blog on that topic are other examples. **Texts used as DIRECT LINKS make direct connections to core text or concept. They generally enhance and amplify student engagement and understanding.**

POP TEXT

CREATED BY A PROFESSIONAL, AMATEUR OR STUDENT



RORSCHACH

TEXT AS THEMATIC FOCAL POINT

These texts are often thematically linked to something you want to explore or study in class but lack the detail and specificity of the other two categories. Many short films, clips, images, advertisements or songs can be used this way. Often these texts might have more of a post-modern/abstract bent or be simple musings on the human condition. A Beatles' song like "Revolution" could be used to discuss the French Revolution or Archimedes "eureka" moment when he discovered how to calculate volume. **Texts used as RORSCHACHES are most effective to focus attention, amplify, reflect and reinforce a curricular theme.**