

Unit 1: American Products / American Identity

Web lectures / Presentations • Readings • Writing Assignments

Bring annotated texts for all readings and printed copies of all drafts to class each day.

Complete These Reading and Writing Assignments Before Class on the Dates Listed Below	Come to Class Prepared to Explain and Apply These Concepts and Examples.
Week 1: Is This the Right Section/Class for Me?	
<p>2/28 Thursday</p> <ul style="list-style-type: none"> ❑ Diagnostic Reading Assignment: "Masters of Desire" (524-534 in text – but annotate printed copy provided in class) ❑ Diagnostic Writing Assignment: Applying a Concept from Solomon to an American Product ❑ Enrollment Survey (complete PDF file and email to jimsullivan@miracosa.edu) 	
Week 2: Semiotic Analysis and America's Frontiers	
<p>2/2 Tuesday</p> <ul style="list-style-type: none"> ❑ Researching Your Product Analysis ❑ "Popular Signs" (1-23) ❑ "A Stand Against Wikipedia /Judging Quality on the Web" (43-48) ❑ Research / Invention Activities: Product Analysis Essay 	
<p>2/4 Thursday</p> <ul style="list-style-type: none"> ❑ Drafting Your Product Analysis ❑ "The More Factor" (86-92) ❑ "American Paradox" (477-486) ❑ Draft 1: 250 Words of Body Paragraphs 	
2/6 Last Day to Drop Classes Without a "W"	
Week 3: Consumption and the American Paradox Conference #1: Paper / Readings Consultation	
<p>2/9: Tuesday</p> <ul style="list-style-type: none"> ❑ Integrating Sources into Your Analysis ❑ "The Parable of Democracy" (182-190) ❑ "Careful You Might Run Out..." (147-158) ❑ Draft 2: 750 Words of Body Paragraphs 	
<p>2/11 Thursday</p> <ul style="list-style-type: none"> ❑ Concision ❑ "Commodify Your Dissent" (163-170) ❑ "Blue Jeans" (Handout) ❑ Draft 3: 1110 words of Body Paragraphs 	

Unit 2: The Signs of Gender in the USA

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Week 4: The Semiotics of Gender	
2/16 Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> Coordination <input type="checkbox"/> "We've Come a Long Way, Maybe" (559-566) <input type="checkbox"/> "I Won, I'm Sorry" (539-545) <input type="checkbox"/> Draft 4: 1600 Words Revised Body Paragraphs 	
2/18 Thursday <ul style="list-style-type: none"> <input type="checkbox"/> Subordination <input type="checkbox"/> "Gender Role Behaviors..." (567-572), <input type="checkbox"/> "The Gender Blur" (573-580) <input type="checkbox"/> Draft 5: 1800+ Include Intro/Conclusion 	
Week 5: Semiotic Syllogisms Conference #2: Grading the Product Analysis Essay	
2/23: Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> Proofreading Strategies <input type="checkbox"/> "The Beauty Myth" (Handout) <input type="checkbox"/> Final Draft Product Analysis Essay 	
2/25 Thursday <ul style="list-style-type: none"> <input type="checkbox"/> Informal Syllogisms and Semiotic Reasoning <input type="checkbox"/> "The Famine Mystique" (607-612), <input type="checkbox"/> "Our Barbies, Ourselves" (613-615) <input type="checkbox"/> "Sex Lies, and Videos" (616-619), <input type="checkbox"/> "There is No Unmarked Woman" (620-624) <input type="checkbox"/> Blog Post #1 	
Week 6: Evaluating Semiotic Logic	
3/2: Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> Unpacking Premises in Semiotic Reasoning <input type="checkbox"/> "Warrior Dreams" (625-634), <input type="checkbox"/> "Power at Play" (635-645) <input type="checkbox"/> Invention Activities: Semiotic Logic Essay 	
3/4 Thursday <ul style="list-style-type: none"> <input type="checkbox"/> Evaluating Semiotic Evidence <input type="checkbox"/> "American Dreams" (581-585), <input type="checkbox"/> "The Case for Marriage Equality" (586-591) <input type="checkbox"/> Draft 1: Informal Syllogism and Premise Evaluation (500 word minimum) 	

Unit 3: The Signs of Race in the USA

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Week 7: The Semiotics of Race	
3/9 Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> Testing and Applying Semiotic Arguments <input type="checkbox"/> "Constructing Race" (647-654) <input type="checkbox"/> "In Living Color" (655-666) <input type="checkbox"/> Draft #2 Evidence Evaluation (900 word min.) 	
3/11 Thursday <ul style="list-style-type: none"> <input type="checkbox"/> Semiotic Rhetoric <input type="checkbox"/> "Hollywood Loves BFF's 4-Ever" (655-666) <input type="checkbox"/> Brooks on Avatar (handout) <input type="checkbox"/> Pew Center Race Survey (Handout) <input type="checkbox"/> Draft #3 Application (1300 word min.) 	
Week 8: Hybridity and Its Discontents	
3/16: Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> Exploring The Logic of Your Own Writing <input type="checkbox"/> "Of Cholos and Surfers" (684-689) <input type="checkbox"/> Going Gangsta, Choosin Cholita" (691-696) <input type="checkbox"/> Draft 4 Rhetoric Evaluation (1700 word min.) 	
3/18 Thursday <ul style="list-style-type: none"> <input type="checkbox"/> Informal Syllogisms and Semiotic Reasoning <input type="checkbox"/> "Being an Other" (697-701) <input type="checkbox"/> "The Classroom and the Wider..." (702-712) <input type="checkbox"/> Blog Post #2 	
Week 9: Class and Race / Race and Class	
3/22: Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> "Class Act" (672-677) <input type="checkbox"/> "Working Class Whites" (678-683) <input type="checkbox"/> Draft 5: Revision with Thesis / Conclusion (2000 min) 	
3/24: Thursday <ul style="list-style-type: none"> <input type="checkbox"/> Writing a Researched Semiotic Analysis <input type="checkbox"/> Introductory Essay for Your Chosen Chapter <input type="checkbox"/> Final Draft Semiotic Logic Paper 	

Unit 4: Scholar's Choice: Film / Television / Web 2.0

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Complete These Reading and Writing Assignments Before Class on the Dates Listed Below	Come to Class Prepared to Explain and Apply These Concepts and Examples.
Week 10: Invention / Research	
4/6 Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> Researching Race, Class, Gender at MiraCosta <input type="checkbox"/> At Least Two Articles Chosen By Group <input type="checkbox"/> Invention Activities 	
4/8 Thursday <ul style="list-style-type: none"> <input type="checkbox"/> Developing Analysis / Sample Essay <input type="checkbox"/> At Least Two Articles Chosen By Group <input type="checkbox"/> Blog Post #3 / Draft Works Cited 	
Week 11: Drafting / Research	
4/13: Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> Integrating Research / Sample Essay <input type="checkbox"/> At Least Two Articles Chosen By Group <input type="checkbox"/> Draft 1 (500 words + draft works cited) 	
4/15 Thursday <ul style="list-style-type: none"> <input type="checkbox"/> Research and the Revision Process <input type="checkbox"/> At Least Two Articles Chosen By Group <input type="checkbox"/> Draft 2 (1000 words + draft works cited) 	
Week 12: Drafting / Revising	
4/20: Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> At Least Two Articles Chosen By Group <input type="checkbox"/> Draft 3 (1500 words + revised works cited) 	
4/22: Thursday <ul style="list-style-type: none"> <input type="checkbox"/> Intros and Conclusions <input type="checkbox"/> "Batman, Deviance, and Camp" <input type="checkbox"/> Draft 4 (2000 words + draft works cited) 	
Week 13: Revision / Editing	
4/27: Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> "Pottermania" (129-139) <input type="checkbox"/> Draft 5 (2200+ revised works cited) 	
4/29: Thursday <ul style="list-style-type: none"> <input type="checkbox"/> "Mixed Messages" (502-522) <input type="checkbox"/> Final Draft <input type="checkbox"/> LAST DAY TO WITHDRAW FROM CLASS With "W" on Transcript 	

Unit 5: Rewind, Review, Revise

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Complete These Reading and Writing Assignments Before Class on the Dates Listed Below	Come to Class Prepared to Explain and Apply These Concepts and Examples .
Week 14: Final Blog Post	
5/4 Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> Article Selected By Film Group <input type="checkbox"/> Blog Post #4 Draft 	
5/6 Thursday <ul style="list-style-type: none"> <input type="checkbox"/> Article Selected By Television Group <input type="checkbox"/> Blog Post #4 Final Draft 	
Week 15: Assembling the Signs Abound Portfolio	
5/11: Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> Article Selected By Web 2.0 Group <input type="checkbox"/> Last Day for Paper #1 Rewrites 	
5/13 Thursday <ul style="list-style-type: none"> <input type="checkbox"/> Article Selected By Jim <input type="checkbox"/> Revised Portfolio Posts / Draft Cover Letter 	
Week 16: Revising the Signs Abound Portfolio	
5/18: Tuesday <ul style="list-style-type: none"> <input type="checkbox"/> TBA <input type="checkbox"/> Last Day for Paper #2 Rewrites 	
5/20: Thursday <ul style="list-style-type: none"> <input type="checkbox"/> TBA <input type="checkbox"/> Revised Portfolio Posts / Revised Cover Letters 	

Final Exam Schedule: 7:30-9:15 Section (1690): Thursday, May 27 at 8 AM
 11:30-1:15 Section (1664): Thursday, May 27 at 10:30 AM