

Religion 341 American Religion and Popular Culture

Credit Hours: 3

Scheduled hours per week

Lecture: 3

Lab:

Other:

Catalog Course Description: Study of the rise of the Social Gospel Movement and the origins of modern marketing and advertising. Emphasis is placed on the influence of the theological concepts and imagery in modern commercialism and consumer culture.

Pre-requisites: NA

Co-requisites: NA

Course Learning Outcomes:

At the end of the course, students will be able to:

1. Become aware of the Social Gospel Movement in American history. In doing so the student shall be able to grasp this concept and develop an appreciation for the cultural impact of this movement.
2. Become acquainted with the origins of modern marketing and advertising. In doing so the student shall be able to articulate these concepts in relation to modern commercialism and consumer culture.
3. Study one social gospeler and one groundbreaking advertisement in depth through reading, writing, and presentation. In doing so the student shall reflect these studies in expository writing (primarily in thesis papers) and through presentation.

Topics to be studied:

- The Social Gospel Movement: social justice and reform, and social gospel ideology
- American Protestantism at the turn of the 20th Century
- The origins of modern marketing and advertising, and the rise of secular culture
- The influence of theological concepts and imagery in modern commercialism and consumer culture

| Relationship of Course to General Education Learning Outcomes: | |
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| Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements. | x |
| Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions. | |
| Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts. | |
| Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication. | x |

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| <p>Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.</p> | <p>x</p> |
| <p>The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.</p> | |
| <p>5/3/2016</p> | |

Special requirements of the course:

Additional information:

It will be the task of this class to explore the interplay of two converging American cultural movements at the turn of the 20th Century: the rise of the Social Gospel Movement and the origins of modern marketing and advertising. This will be done in the framework of the required texts. Students will be exposed to the history and cultural impact of both movements, some of the significant social gospelers and influential advertising campaigns of the time, and the power of religious archetypes in marketing and advertising (then and today).

Prepared by: Torie Jackson

Date: October 20, 2017