

London (FIE), Summer session 1 course descriptions

COM T380 (British Culture and Visual Media)

What is the British identity? How do the British people reflect this identity in its television, film and visual arts? How have the developments in Visual Media impacted cultural growth in the UK and abroad? How is British culture perceived when Visual Media is exported overseas? Students taking this course will examine issues of cultural identity as reflected by British film, television, photography and the visual arts.

The course explores the new Britain through a unique balance between classroom instruction by British faculty, guest speakers from all walks of public life, and guided visits to places of both historical and contemporary significance. Students will gain an understanding of British culture and society by examining the history of its major social and political institutions, the cultural values of its peoples and significant contemporary socio-political issues and debates emphasizing the impact the development Visual Media has had on British life.

ENGL 315 (Shakespeare)

You're undoubtedly familiar with William Shakespeare, but how did he and other Elizabethan wordsmiths define an era and create a timepiece of this dramatic time with their works? How are Elizabethan values and stereotypes portrayed within the works of the age's most celebrated poets, authors and playwrights? What was it like to enjoy live Elizabethan theatre? Students taking this course will be introduced to the life and work of William Shakespeare and his contemporaries through lectures, workshops, field trips and theatre visits.

Shakespeare and Elizabethan Literature is designed to help students to understand the fascinating social and historical background to some of the most famous, most compelling poetry and drama ever written. The course begins by studying the conventions of Elizabethan love poetry and considering the sexual stereotypes addressed by writers such as Marvell, John Donne and Christopher Marlowe (a poet and playwright who met his end in a bar brawl.)

Students will go on to read and watch performances of two of Shakespeare's plays. Shakespeare wrote drama that entertained but also confronted his audiences. By studying plays such as the comedy *Twelfth Night* and the tragedy of *Macbeth* students will be introduced to the following topics: the power struggles between Elizabethan men and women; the influence of carnival and cross dressing; the use of sexual innuendo on Shakespeare's Stage; the history and style of Elizabethan acting; the representation of witchcraft and dramatization of rebellion and violent conflict.

The course also involves a visit to the recreation of the Globe theatre on the banks of the river Thames (a theatre where Shakespeare wrote and performed plays after 1599) and a walking tour of Shakespeare's London. This course is suitable for any student interested in knowing more about Shakespeare and his fellow writers.

London (FIE), Summer session 2 course descriptions

ARTH 300 (History of Modern Design)

How has the design of modern objects made an impact on the way we live and how we feel about our lives? How has design become an art form? From buildings to clothes, to London's tube and phones, how has the design of these entities defined our lives and helped shape modern culture? From Victorian styles and the industrial revolution to the swinging 60's and beyond, this course examines the products of applied design during the past 150 years, including examples of furnishings, industrial design, fashion, and graphic design, in relation to demand, technology and production, standards, fine art, social reform, and the dynamics of consumption.

At the conclusion of this course, students will have gained a developed knowledge of a wide range of objects, designed in Britain from the Industrial Revolution to the present day. Furthermore, they will be able to relate a wide range of objects to the socio/historical conditions in which they were produced and to discuss the specific work of some of their most famous designers.

MKTG 357 (Global Marketing)

Have you ever wondered how global differences affect how products are presented to various cultures on a worldwide scale? How do businesses reconcile or take advantage of this global diversity in order to meet international objectives? What are the challenges of managing and delivering high-quality service to customers in a cross-cultural context? This course explores the decision-making process in the marketing of products and services in the international marketplace.

Students enrolled in this course will learn the formulation of key elements in international marketing strategy, such as identification and assessment of potential markets, price setting, and design, promotion, and distribution of products and services. They will also explore issues such as the competitive advantage of nations, the changing nature of the international social and business environment, and the emerging role of the Internet in international marketing.

DANC 201 (Dance Appreciation)

This class teaches students to look at dance as an art form, emphasizing the ability to analyze and critique performances. Students in the course see multiple live performances, meet local artists, participate in readings and class discussions. No

dance experience necessary.

CULA T480 (Food Society Culture in the UK)

Bangers and mash? Bubble and squeak? What is British cuisine and how has it changed from wartime to the present? Have negative stereotypes of British cuisine been replaced by a new food culture of focused on celebrity chefs, ethical choices and a new-found 'best of British' pride? Or, do fast-rising rates of obesity, childhood diabetes and dependency on supermarkets and ready meals tell a different story?

Using a multi-disciplinary approach, this course examines the critical issues in food today and the interconnectedness of food, culture, and society in modern Britain. The rich and multicultural heritage of London provides a multitude of opportunities to explore the issues herein and use our senses to taste, smell and see the food cultures of this dynamic city.

PSCI T480 (British Politics)

What power does the Monarchy still have? How does a democratic government work without a written constitution? Who are the Tories, the Lib-Dems, and Labour? How do British Politics differ from those of the United States? Students enrolled in this course will be provided an understanding of the British system of government and the political process in Britain, as well as the socio-historical processes that have shaped modern Britain.

This course will cover topics concerning the Monarchy, the Parliament, political parties, the Prime Minister, political ideology, and political culture. Throughout the course, comparisons with American politics and society will be made as a point of reference to provide the student with a better framework for understanding British politics. This is an introductory course on contemporary British politics, and therefore requires no previous political science courses.

COM 360 (International Communication)

ABC, NBC, and Fox may all sound familiar but did you know the British Broadcasting Corporation is the largest is broadcasting organization in the world? What impact does this public service media giant play in the UK and around the world? What about radio broadcasting? Where does the radio format fit in a modern society? What role do digital technologies play in modern broadcast? Students in this course will explore the history

of British radio and television broadcasting, its role in British society and culture, its global impact, and its place in today's digital world.

The course is built on the idea that broadcasting must exist not only to entertain the public but to inform and educate as well, British broadcasting to this day remains a lively mix of genres and programs, with extensive influence throughout the world. Students will cover topics such as public service broadcasting, competition in British broadcasting, documentaries and their importance to British cultural identity, the news, current affairs and reality television and broadcasting exports.

Students will hear guest speakers from BBC Radio, Channel 4 news media, and the Independent Production sector. Co-curricular excursions will include visits to the BBC, Sky News, a live television or radio program recording, the British Film Institute Mediatheque, and a production company.

VSCM 350 (Typography: Exploring London)

Enrolment limited to Graphic Design majors – or with permission from instructor.