

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE

FACULTY SENATE

Senate Document Number 6414S

Date of Senate Approval 3/06/14

Statement of Faculty Senate Action:

APC Document 52: **Delete SOC 335 and 337, replacing with SOC 338;
Change title, credit hours and description of SOC 393**

Effective Date: Fall 2014

1. **Delete:** On page 267, the entries for **SOC 335**, Survey and Social Research Methods, and **SOC 337**, Qualitative Methods:

335 Survey and Social Research Methods (3)

Examines social worlds with an emphasis on hypothesis-driven research. Course offers hands-on lessons in developing and conducting survey research, qualitative interviewing and content analysis. The course develops skills necessary to read and interpret statistical studies, and design and implement research. All students conduct a research project that serves as the proposal for their senior thesis. Prerequisite: ANTH 225 or SOC 225. Fall.

337 Qualitative Methods (3)

Examines social meanings and experiences through a holistic interpretive approach. Course offers hands-on lessons in research design, gathering, analyzing and interpreting qualitative data, and building theoretical explanations from findings. Emphasis is on in-depth interviewing, participant- observations, and unobtrusive methods including content analysis. All students conduct a research project that will serve as the proposal for their senior thesis. Prerequisite: ANTH 225 or SOC 225. Spring.

- Add:** On page 267, new course, **SOC 338**, Social Research Methods:

338 Social Research Methods (4)

Introduces students to the tools of evaluating, designing, and conducting sociological research. Students will acquire proficiency in social research design, as well as qualitative and quantitative data collection and analysis. Methodological rigor and ethics are emphasized. No credit given to students who have credit for SOC 335 or 337. Prerequisites: SOC 100, ANTH 225 or SOC 225. Fall

Impact: The current sociology methods courses are taught alternate semesters by two different faculty. Combining the two 3-hour courses into a single 4-hour course will allow the course to be taught yearly by one instructor. If we need to offer the course twice in a year to meet demand, it would be taught by the same person, reducing the number of faculty preparing the course and providing more consistency of preparation.

Rationale: SOC 338 incorporates methodologies previously offered separately in two three-hour courses (SOC 335 and 337). Offering a single course that includes both quantitative and qualitative methods is an improvement on the previous separation and a more efficient means of delivering a methods curriculum to our majors. Previously, Sociology majors were required to take either quantitative or qualitative methods. As a result, most students did not have a broad understanding of methodology and were sometimes not as prepared to successfully complete a senior research project. With the four-credit model, the department can now offer a course including both quantitative and qualitative methods and students can be better prepared for their senior project, graduate school, and job-related research.

2. **Delete:** On page 268, the entry for **SOC 393**, Popular Culture/High Culture:

393 Popular Culture/High Culture (3)

Explores the meanings of cultural products from the perspectives of audiences and producers. Drawing on contemporary cultural theories, the course focuses on how people use culture and problematizes simple dichotomies between high and low culture, good and bad art, and authentic and imitative cultural artifacts. In addition, the courses deals with issues of cultural power, ideology, hegemony, resistance and agency in cultural products, both in mass media and high art forms. See department chair.

Add: On page 268, in place of deleted entry:

393 Topics in the Sociology of Culture (4)

Introduction to the Sociology of Culture, the study of how people produce and use cultural products. The course will address the issues of cultural power, ideology, hegemony, resistance and agency. Topics vary by semester. May be repeated for credit as topic varies. Odd years Fall.

Impact: This change is a part of the reorganization and streamlining of the current curriculum in order to accomplish a new 4 credit hour course model for the Department of Sociology and Anthropology. The course can be responsive to student interests from one offering to the next.

Rationale: By changing the course title and description so that multiple topics can be offered under the same rubric, the instructor can offer themes previously covered in multiple courses (the previous SOC 393 and also SOC 385, Technology in Everyday Life.)