SUGGESTED EMPHASES FOR AMERICAN STUDIES
(These are suggestions only; other topics are possible)

Visual & Oral Communication: Film, TV, Music
This emphasis teaches students to analyze the mass media industries of radio, television, video and film. Students may want to combine AMS with a second major or minor in Film Studies or Technocultural Studies.

Possible courses for this emphasis might include:
AMS Electives (12 units)
  AMS 130 - American Popular Culture
  AMS 156 - Race, Culture and Society in the United States
  AMS 158 - Technology and the Modern American Body
Emphasis classes (20 units)
  HIS 176B - Social & Cultural History of the United States
  ASA 140 - Asian Americans & the Media
  SOC 155 - Mass Communication
  WMS 162 - Feminist Film Theory & Criticism
  FMS 127 - Film Theory

Youth Cultures and Education
This emphasis prepares students to enter teaching credential programs for primary or secondary grades. Those seeking a secondary (single subject) credential should take American Studies with a disciplinary major or minor.

Courses for a primary program might include:
AMS Electives (12 units)
  AMS 130 - American Popular Culture
  AMS 152 - Lives of Children in America
  AMS 153 - Individual and Community in America
Emphasis classes (20 units)
  EDU 110 - Educational Psychology
  EDU 120 - Philosophical & Social Foundations of Education
  HIS 174C - The United States since World War II
  SOC 124 - Sociology of Education
  ENL 180 - Children’s Literature
Culture & Consumption
This emphasis provides a background in the cultural contexts of consumerism and consumption in the United States, which may help in marketing, business and law school.

Courses for this focus might include:
AMS Electives (12 units)
   AMS 125 - Corporate Cultures
   AMS 153 - Individual & Community in the United States
   AMS 155 - Eating in America
Emphasis classes (20 units)
   HIS 176B - Social & Cultural History of the United States
   SOC 125 - Sociology of Culture
   SOC 139 - Corporations & Society
   CMN 143 - Analysis of Media Messages
   PSY 151 - Social Psychology
   FST 159 - New Food Product Ideas

Law and Society
This emphasis prepares the pre-law student to understand the broader cultural contexts for the law, for rights debates in the United States, and for relationships between the legal system and other cultural systems.

Courses for this emphasis might include:
AMS Electives (12 units)
   AMS 101G - Environmental Justice
   AMS 125 - Corporate Cultures
   AMS 153 - The Individual and Community in America
Emphasis classes (20 units)
   (The senior thesis (8 units) is recommended for pre-law students)
   HIS 174C - The United States since World War II
   POL 155 - Judicial Process and Behavior
   SOC 155 - Sociology of the Law
   WMS 140 - Gender and Law
   POL 122 - International Law
**Food & Health**
This emphasis supports students entering the fields of food studies, healthcare, or nutrition

Courses for this emphasis might include:
AMS Electives (12 units)
   AMS 153 - Individual and Community in America
   AMS 155 – Eating in America
   AMS 157 - Animals in U.S. Culture

Emphasis Courses (20 units)
   AMS 101C - Food & Health in the U.S.
   AMS/TCS 158 - Technology & the Modern American Body
   ASA 171 - Health Issues Confronting Asian Americans & Pacific Islanders
   NUT 120BN - Nutritional Geography
   SOC 154 - Sociology of Health Care

**Social Identities: Race, Ethnicity & Gender**
This emphasis is a good foundation for students planning to work in community-based organizations, or who plan to go on to graduate work in a related field.

Courses for this focus might include:
AMS Electives (12 units)
   AMS 139 - Feminist Cultural Studies
   AMS 153 - The Individual and Community in America
   AMS 156 - Race, Culture & Society in the U.S.

Emphasis Courses (20 units)
   AMS 154 - Lives of Men in America
   ANT 128B -Self, Identity and Family
   AAS 100 - Survey of Ethnicity in the U.S.
   SOC 172 - Ideology of Class, Race & Gender
   ASA 111 - Ethnicity, Culture & the Self
**Nature/Culture/Environment**
This emphasis allows the student to examine the interaction of culture and nature. It would be a good complement to a second major or minor in ecology or other environmental focus. This would be good preparation if you want to work at a non-profit or go to graduate school.

Courses for this focus might include:
AMS Electives (12 units)
- AMS 151 - Landscapes & Places
- AMS 101H - Ecology of Beauty
- AMS 157 - Animals in U.S. Culture

Emphasis Courses
- AMS 101G - Environmental Justice
- NAC 100 - The Culture of Nature
- NAC 130 - The Nature of Exploration
- ERS 121 - Water & Society
- ESP 102 - Cultural Ecology

**Marketing, Advertising, Business**
This emphasis provides a background in the cultural contexts of business in the United States.

Courses for this focus might include:
AMS Electives (12 units)
- AMS 125 - Corporate Cultures
- AMS 153 - Individual & Community in the U.S.
- AMS 155 – Eating in America
- AMS 159 – New Food Product Ideas

Emphasis classes (20 units)
- HIS 176B - Social & Cultural History of the United States
- SOC 125 - Sociology of Culture
- SOC 139 - Corporations & Society
- CMN 143 - Analysis of Media Messages
- PSY 151 - Social Psychology