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November 14, 2012

Dr. Erika Lindemann
Associate Dean for Undergraduate Curricula
Office of Undergraduate Education
3018 Steele Building, Campus Box 3504
Carolina Campus

Dear Erika,

I am happy to support the proposed American Studies BA major concentration in Folklore, which will provide undergraduates the opportunity to study vernacular and traditional culture in American society. The establishment of this concentration comes in response to a number of requests through the years from interested students, as well as to our vibrant and productive eight core Folklore faculty (five of whom hold primary appointments in American Studies).

Sincerely,

Terry Ellen Rhodes
Senior Associate Dean, Fine Arts and Humanities



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DEPARTMENT OF AMERICAN STUDIES

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To: Nicholas J. Siedentop, Curriculum Director, Undergraduate Education

From: Bernard L. Herman, Chair, Department of American Studies

Re: Proposal of a new concentration in Folklore in the American Studies Department

Date: October 3, 2012

The American Studies concentration in Folklore offers undergraduates an opportunity to study vernacular and traditional culture in American society. The field of Folklore analyzes the cultural practices that people in a complex society choose to maintain for themselves as a meaningful alternative or adjunct to elite and popular cultural options. The American Studies Department's eight core Folklore faculty (five of whom hold primary appointments in American Studies) have established UNC's Folklore program as one of the oldest and most significant in the country. While we have a long-standing independent MA program in Folklore and an active undergraduate minor, this new concentration in the Department of American Studies creates a dynamic curriculum for undergraduate students to study American vernacular culture, while achieving substantial grounding in Folklore studies.

During the past decade, the Folklore Program at UNC has added four faculty members. We consistently offer a wide array of courses to support an intellectually robust Master's program, introducing students to a full range of genres and theoretical perspectives on the study of vernacular and traditional culture. We currently have nine undergraduate Folklore minors who are majoring in a variety of other disciplines and two Folklore majors through Interdisciplinary Studies. Folklore faculty typically encounter five or six students each year who are interested in majoring in Folklore, but reluctant to pursue the involved process of creating an individual major through Interdisciplinary Studies.

We are simultaneously proposing a revised Folklore minor this fall that directs students to a core course distribution similar to that featured in the Folklore concentration. The revised minor and new Folklore concentration in the American Studies Department will be easier for students to identify and choose as their principal area of study. Additionally, the Department of American Studies is committed to each of its five constituent concentrations having an undergraduate major.

Students who major in American Studies: Folklore Concentration cannot also minor in Folklore. The Folklore concentration will be coordinated by a designated core Folklore faculty member, who will assist with advising questions specific to concentration requirements.

Department of American Studies

B.A. Major in American Studies: Folklore Concentration

Core Requirements

The major in American studies with a concentration in Folklore consists of nine courses.

- Introduction: FOLK/ANTH/ENGL 202
- Four core content courses from the following list: AAAD 432/FOLK 610; AMST 266, 275, 340, 350, 466, 482, 484, 485, 489; AMST/FOLK 375; AMST/JWST 486; AMST/JWST/WMST 253; ANTH/FOLK 340, 675; ANTH/FOLK/LING 484; COMM/FOLK/HIST/WMST 562; ENGL/FOLK 487; FOLK 550, 560, 690; FOLK/HIST 571, 670; HIST 671; MUSC 144
- Two ethnographic intensive courses from the following list (the same course may not be taken to satisfy two different concentration requirements): AAAD 432/FOLK 610; AMST 275, 350, 466, 482; ANTH 477; ANTH/FOLK 675; ANTH/FOLK/LING 484; ENGL/FOLK 487; FOLK 550; FOLK/HIST 571; WMST 230. (AMST 397 or FOLK 690 may be counted if appropriate with permission of director of undergraduate studies .)
- Two other American Studies courses numbered 101 or above