



Celebrating 52 Years of
CONTINUING EDUCATION

Daytime Noncredit Courses for the Public

Sponsored by

The Alumnae of Northwestern University

Engaging Minds, Enriching Lives

Summer Quarter 2021

ONLINE ONLY

Tuesdays

June 22 - July 27

Register for Alumnae Courses online through Norris Box Office.
Check the Norris Box Office site for updated Summer 2021
online registration dates and information:

<https://nbo.universitytickets.com>

For additional support, call our voicemail number:

(847) 604-3569

- A. Persuasion in Popular Culture**
Irv Rein, Professor, Communication Studies
Tuesdays, 10:00 – 11:30 a.m.

- B. Exploring the Human Condition Through Russian Stories**
Gary Saul Morson, Lawrence B. Dumas
Professor of the Arts and Humanities;
Professor, Slavic Languages and Literatures
Tuesdays, 1:00 – 2:30 p.m

Summer 2021 courses will be offered online only, via Zoom webinar.

See details on page 10 of this brochure.

Visit us at our website: nualumnae.org



**Continuing Education's
Online Program
SUMMER 2021**

We look forward to the day when we can be back together in person; but until then, we're excited to offer you an enriching, educational experience with Northwestern's professors, but through a Zoom platform. For now, our classes are live-streamed and also recorded for limited viewing later.

Alumnae Continuing Education is a program of university level non-credit courses taught by members of the Northwestern University faculty. Established in 1968, this unique program is organized and run entirely by volunteers, all alumnae of Northwestern University.

Alumnae Continuing Education is open to everyone. It provides a stimulating opportunity for interested adults to gain a broad knowledge in many fields. All revenue above our costs is given to the University in the form of scholarships, fellowships, and grants for carefully selected projects.

**Fall 2021 Preview
Tuesdays and Thursdays
Sep. 21 - Nov. 18
ONLINE ONLY**

- A. The Alumnae Lyceum**
Multi-professor
- B. Philosophy of the Arts**
Sanford Goldberg, Professor, Philosophy
- C. Pirates, Guns, and Empires**
Scott Sowerby, Associate Professor, History
- D. Introduction to Hinduism**
Mark McClish, Associate Professor, Religious Studies

Thank You!

The Alumnae of Northwestern University wishes to thank everyone who has participated in the launching of our online courses this past fall, winter, and spring.

We look forward to joining you on Northwestern's campus when it is safe to do so. When that time does come, we plan to launch a hybrid form of our courses, offering a choice of either in-person and/or live-streaming.



The Alumnae of Northwestern University is a volunteer women’s organization founded in 1916. Our philanthropic activities serve to enhance the academic resources and educational vitality of the university and broader community. Since its inception, the board has given over \$9 million to the university in the form of grants, scholarships, fellowships, and programming.

Here are the ways that the Alumnae of Northwestern currently supports Northwestern University as an institution:

Alumnae Endowment for Academic Enrichment

Funds are used to bring distinguished scholars and artists to campus annually.

Alumnae of Northwestern University Graduate Fellowships

Awarded to full-time graduate students, each in a terminal Master’s program, who show promise of achieving distinction in a career that will serve the public good and bring credit to Northwestern University.

Alumnae Grants Program

Annually helps University departments and faculty with important programs not included in their annual budgets. Past funding has gone to research, speakers, conferences, equipment, and study-related travel for faculty and students.

Alumnae of Northwestern STEM Scholarships

Awarded to students for their sophomore or junior year who are enrolled in a STEM discipline, Science, Technology, Engineering or Mathematics.

Alumnae of Northwestern Summer Interns

Sponsors multiple summer internships through Northwestern Career Advancement Summer Internship Grant Program.

Alumnae of Northwestern University Teaching Professorship

This endowed professorship honors a faculty member for excellence in teaching and curriculum innovation; the selected professor serves a three-year term.

Alumnae of Northwestern University Award for Curriculum Innovation

Awarded annually, this award supports faculty work over the summer to develop innovative course materials, new courses or new modes of teaching, including online education that will benefit undergraduate students.

WCAS Teaching Awards

These awards provide financial support for the Judd A. and Marjorie Weinberg College of Arts and Sciences Awards for Outstanding Teachers.

The Alumnae of Northwestern University Scholarship Fund

This is an endowed three-year scholarship, conferred by Northwestern University.

Senior Woman’s Award

Honors a senior woman whose volunteer work enhanced the University community.

A. Persuasion in Popular Culture
Irv Rein, Professor, Communication Studies
Tuesdays, 10:00 – 11:30 a.m.

Popular culture figures are some of the most powerful and persuasive on the planet. This course will challenge you to think critically about media darlings, commercial fads, social movements, and appeals to targeted and mass audiences. Each lecture will be accompanied by relevant, visual examples. By examining the hot topics of yesterday and today, we will answer some crucial questions. How is popular culture defined, and what is its relationship to persuasion? Who are the real creators of popular culture? How does it impact us on a daily basis? What are the key elements and theories of what works and what doesn't? The course tackles a wide range of persuasive strategies, from traditional to cutting-edge, that can affect every aspect of daily life. The music you hear, the car you drive, the food you buy – they are all vying for your attention and devotion.

Jun. 22 How Is Popular Culture Persuasive?

Popular culture is changing all the time, but there are foundational elements that are critical to understanding it at any point in time. In this opening lecture, we will survey the evolution of popular culture throughout the 20th and 21st centuries. Seen through this historical lens, it is evident that technology has played a critical role in what succeeds in the popular market, and under which circumstances. We will also consider the evolution of popular music – from the invention of the gramophone, to the advent of the microphone and electrified instruments, to where we are today with highly-automated production, recyclable fads, and manufactured stars.

Jun. 29 “Image”

There are different methods of crafting and perceiving identities in popular culture. We will discuss the strategies of crafting an image, and how it differs from others like “brand” and “ethos.” What helps build an effective image? Dance, music, and acting help to build brands, images, and ethos. All of these become part of a highly-persuasive strategy built on minimal information. Not every strategy will work for every star. Elegant dancing was a major image-builder for Fred Astaire & Ginger Rogers during the Depression of the 1930s – whereas Elvis Presley’s singing was a personification of an empowered youth culture in the 1950s. Image and its related strategies are woven into the fabric of popular culture, which would not be nearly as persuasive without them.

Jul. 6 Media Distribution

How are you choosing to spend your time and money on entertainment and information? Popular culture reaches its audience through a number of channels. We will discuss the breadth of distribution channels and illustrate how each is differentiated. From televised poetry to Hollywood comedies, podcasts to sports-streams, channels compete for your attention.

Jul. 6 (cont'd)

Today, the number of choices has never been greater. The emphasis of this lecture will be upon their similarities and differences in how they are received by audiences. In today's fast-paced media market, producers seek a competitive edge to cut through the myriad of media choices.

Jul. 13 Supermarkets and Environmental Rhetoric

What do supermarkets have to do with popular culture? It might seem like a stretch because food is so easily taken for granted, but the industry generates trillions of dollars and incorporates the dynamic elements of popular entertainment that are so persuasive. There are a myriad of ways to buy food, from the boutique Amazon Go-style stores and elaborate mega-stores, to stores that are only located online. The modern supermarket incorporates lights, sound, color and movement to encourage purchases – just like entertainment. Each generational change in supermarkets has reflected new technologies and fewer employees. Today's youngest consumers are more interested in efficiency, personalized experiences, and convenience. We are witnessing unprecedented levels of automation, drone-deliveries, and consolidated mega-corporations. The food industry survivors will incorporate popular culture strategies, while delivering food in unprecedented ways.

Jul. 20 Television Comedy

Storytelling is important to sitcoms and other communication fields such as marketing, public relations, and advertising. Much of TV comedy is about overcoming obstacles that reflect everyday experiences. Celebrated sitcoms combine formulaic structure and production with creative, resonant writing – Friends and Seinfeld are two very different takes on the apartment comedy, yet both were runaway successes. We will look at the history of sitcom, and see how the format has evolved to where it is today. The world of the network sitcom is ever-changing, and is now giving way to diversified streaming content. The new school of televised comedy uses many of the same tactics of the TV giants of the 20th century, but the technology, values, and takeaways reflect today's audiences.

Jul. 27 High Visibility

The world of popular culture is built around celebrities. Their high visibility establishes them as models for our behavior, and guides for how to interpret popular culture. Underpinning all of this is how easily stars can be morphed and manufactured, and ultimately venerated and detested. Today, the traditional filters for stars-in-the-making have disappeared. Distribution channels have become more accessible, adding spontaneity to celebrity-making. In this lecture, we will combine a summary of the class with a discussion of visibility-making; its success, and how it affects us in our everyday lives. We will also look at how the high-visibility industry has become commonplace in religion, politics, corporate life, and just about every corner of our society. Celebrity culture is the lens through which we interpret popular culture. Without stars, popular culture would not have nearly the same impact as it does currently.

B. Exploring the Human Condition through Russian Stories
Gary Saul Morson, *Lawrence B. Dumas Professor of the Arts and Humanities; Professor, Slavic Languages and Literatures*
Tuesdays, 1:00 – 2:30 p.m

Russian literature is famous for addressing ultimate philosophical questions, like: the meaning of life, the significance of death, the basis of ethics and responsibility, the essence of the human, and the nature of choice and intentions. Russian stories often show people struggling with such questions or allow the reader to do so. The extreme conditions of the Soviet period sharpened these questions. The stories (and a few story-like essays) below are organized both by author and by questions. Please be sure to use the translations listed in the recommended books list on the next page.

Jun. 22 Death Reveals Life
 Leo Tolstoy, “The Death of Ivan Ilych”

Jun. 29 Anton Chekhov Answers Tolstoy, “A Dreary Story,” and Fyodor Dostoevsky, Choice and Responsibility

Extracts from A Writer’s Diary (abridged edition)

“Environment,” pp. 10-24

“Spiritualism,” pp. 115-122

Articles on the Kairova case, pp. 165-172

“A Lie Is Saved By a Lie,” pp. 448-51

Jul. 6 Chekhov: Stories about Empathy

“Misery”

“Nervous Breakdown”

“Vanka”

“The Bishop”

“Enemies”

Jul. 13 Chekhov: Stories about Ideas

“Happiness”

“Lights”

“On the Road”

“In Exile”

Jul. 20 Extreme Conditions Reveal the Irreducibly Human

Isaac Babel, stories from Red Cavalry

“Crossing Into Poland”

“The Road to Brody”

“The Death of Dolgushov”

“The Life and Adventures of Matthew Pavlichenko”

“Salt”

“After the Battle”

Varlam Shalamov, from Kolyma Tales

“In the Night”

“Carpenters”

Jul. 20 (cont'd)
 “Cherry Brandy”
 “A Day Off”
 “My First Tooth”
 “Prosthetic Appliances”
 “Quiet”

Jul. 27 **Mystery and Meaning**

Chekhov, “The Lady with the Dog”
 Chekhov’s trilogy: “The Man in a Case,” “Gooseberries,” “About Love”
 “The Student”
 Tolstoy, “God Sees the Truth, But Waits to Tell”
 “What Men Live By”

Recommended Books: Please be sure to use the translations listed below.

Babel: The Collected Stories of Isaac Babel, translated by Walter Morison (<https://tinyurl.com/isaac-babel-stories>).
 If unavailable, Isaac Babel, The Essential Fictions, translated by Val Vinokur

Chekhov: Chekhov’s stories may be found in volumes from the 13-volume set of Chekhov’s stories translated by Constance Garnett (<https://tinyurl.com/hfutnptd>). These volumes are available separately either in paperback or free on Kindle:

“The Bishop” in volume 8, “The Bishop and Other Stories”
 “Dreary Story” in volume 5, “The Wife and Other Stories”
 “Enemies” in volume 11, “The Schoolmaster and Other Stories.”
 “Happiness” in volume 6, “The Witch and Other Stories”
 “In Exile” in volume 9, “The Schoolmistress and Other Stories”
 “The Lady with the Dog,” volume 3, “The Lady with the Dog and Other Stories”
 “Lights” in volume 13, “Love and Other Stories”
 “Misery” in volume 9, “The Schoolmistress and Other Stories”
 “Nervous Breakdown” in volume 8, “The Chorus Girl and Other Stories”
 “On the Road” in volume 8, “The Bishop and Other Stories”
 “The Student” in volume 6, “The Witch and Other Stories”
 “Vanka” in volume 12, “The Cook’s Wedding and Other Stories”
 Trilogy stories in volume 5, “The Wife and Other Stories”

Dostoevsky: A Writer’s Diary, abridged edition (<https://tinyurl.com/writers-diary>)

Shalamov: Kolyma Tales, translated by John Glad (<https://tinyurl.com/kolyma-ales-glad>)

Tolstoy: For “The Death of Ivan Ilych” – use the Maude translation, which can be found in Leo Tolstoy, Great Short Works (<https://tinyurl.com/leo-tolstoy-maude>)

For “God Sees the Truth” and “What Men Live By” – use the Maude translation, available in The Portable Tolstoy or Collected Shorter Fiction, volume 1 (<https://tinyurl.com/tolstoy-maude>)

WAYS TO STAY IN CONTACT

The Alumnae of Northwestern University
Continuing Education Program

How to Join Our Mailing List:

If you would like to receive the quarterly course brochure by mail, go to either our website homepage: www.nualumnae.org or to the Continuing Education page and click on the button “Sign Up for the Mailing List” on the left hand side of the page. This will take you to an online form that you will need to complete. Click “Submit” after completing the form.

Voicemail: (847) 604-3569

(We will make every effort to return your call within 24 hours)

On the Web: www.nualumnae.org

Email us: Go to “Contact Us” in the menu bar at the top of our home page on our website.

Like us on Facebook: [nualumnae](https://www.facebook.com/nualumnae)



Follow us on Twitter: [@nualumnae](https://twitter.com/nualumnae)

Important University Policy Notice:

In order to respect copyrights, rights of publicity, and other intellectual property rights, we forbid the taking of photographs or the making of video or audio recordings of lectures and class materials.

Accessing our Online Courses Summer 2021

First: REGISTER

- Register online at <https://nbo.universitytickets.com>
- Upon registering successfully, you will see a six-letter reference code on your screen. Please note this for your records. You will also receive an email from **noreply@universitytickets.com** confirming your registration and payment.
- If you do not see the reference code or email, please contact **NorrisBoxOffice@northwestern.edu** as soon as possible.
- No new registrations will be accepted after July 8, 2021 at 11:59 p.m. Late registrations are not prorated for missed sessions and will not allow for access to expired recordings.

Second: LINK TO LIVE-STREAMING SESSIONS

- Each session of the course will have its own unique access link. This link will be sent to you by email on the Friday before the session starts. For your convenience, you will also be emailed a reminder with same link one hour prior to the start of each session.
- If you do not see the email with the link, check your spam, junk, trash or deleted messages folders for an email from Norris Box Office <**no-reply@zoom.us**>. If you can't find the email, please contact **NorrisBoxOffice@northwestern.edu** by 3 p.m. on the day before the session to ensure timely assistance.
- Plan on “arriving” at the session at least 10 minutes before the session begins.
- Your link is specific to your email and may not be shared.
- Sharing your links may void your registration without refund.

Third: ACCESS THE RECORDINGS

- You will be sent an email with the link to the live streamed recording within 24 hours of the live streamed lecture.
- The recording will be available for six days following that week's session.
- Need help with your registration? Contact *NorrisBoxOffice@northwestern.edu*
- For additional support, call The Alumnae voicemail number: (847) 604-3569.

COURSE REGISTRATION INFORMATION Summer 2021

Pricing

- EACH 90 minute, 6-week online course is \$100.00 for access to both a live webinar and a temporary recording of the week's session.
- Late registrations require payment of the full course price. Courses cannot be prorated. Late registrants will NOT be able to access recordings from prior weeks if the links and passcodes have expired.
- There is no multi-course discounting.
- There are no per diems for these online courses.

Registration

- All registrations will be *ONLINE ONLY*; no in-person registration at Norris Box Office, no mail-in registration, and no phone registrations will be available. See page 10 for detailed instructions on how to register.
- Your email confirmation from Norris Box Office verifies your registration but it is not your Zoom entry to class.
- In order to access the first webinar on June 22, your online registration must be completed by midnight, June 17. If you have not completed registration by June 17, we cannot guarantee timely entry to the first sessions on June 22, the first day.
- All presentations will be recorded and will be available for six days following the session. You will be sent an email with the link to the recording within 24 hours of the session.
- All course times listed are in the Central Daylight Time zone (UTC -05:00).

Refund Policy

- If you withdraw from class prior to the first webinar, a \$10 cancellation fee must be purchased online and a full refund will be given to the credit card used for the initial purchase.
- Thereafter, no refunds will be given.
- Credits are not given for future classes.
- A transfer, at no cost, to another class offered during the same quarter is an option. Access to the live-streamed session and recording will depend on when the transfer is made. Transferred registrants will not receive links to both course sessions in the week the transfer is made.



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The Continuing Education Program of the Alumnae of Northwestern University is staffed by volunteer members as an educational project. All profits go to provide scholarships, fellowships, gifts and grants to the University.
