AMERICAN STUDIES
MAJOR, B.A.–FOLKLORE
CONCENTRATION

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The concentration in folklore emphasizes the study of creativity and aesthetic expression in everyday life, focusing on those expressive realms that communities infuse with cultural meaning and through which they give voice to the issues and concerns they see as central to their being. These realms are often deeply grounded in tradition; this doesn’t mean, however, that they’re always or necessarily old. Just as communities change their own sense of self in response to shifting social, political, and economic realities, so too does the artistry they create evolve. Folklore also explores emergent meanings and cultural forms. Trending tweets, food trucks, slam poetry, and hip hop freestyling are just as relevant to folklorists’ study as are string-band tunes, Cherokee quilts, family recipes, and blues. The communities that our students study are equally broad, ranging from Lumbee sheetrock workers and Latino line cooks to urban homesteaders and Black Lives Matter activists. The main way that we explore contemporary folklore, in turn, is ethnographic fieldwork, the real-world study of people’s lives in everyday settings, grounded in conversation and participatory engagement. Students may petition the director of undergraduate studies to have courses not listed approved to fulfill major or minor requirements; such courses will be evaluated on a case-by-case basis.

Department Programs

Majors

- American Studies Major, B.A. (http://catalog.unc.edu/undergraduate/programs-study/american-studies-major-ba/)
- American Studies Major, B.A.–American Indian and Indigenous Studies Concentration (http://catalog.unc.edu/undergraduate/programs-study/american-studies-major-baamerican-indian-indigenous-studies-concentration/)
- American Studies Major, B.A.–Folklore Concentration (p. 1)
- American Studies Major, B.A.–Global American Studies Concentration (http://catalog.unc.edu/undergraduate/programs-study/american-studies-major-ba-global-american-studies-concentration/)
- American Studies Major, B.A.–Southern Studies Concentration (http://catalog.unc.edu/undergraduate/programs-study/american-studies-major-ba-southern-studies-concentration/)

Minors

- American Studies Minor (http://catalog.unc.edu/undergraduate/programs-study/american-studies-minor/)
- American Indian and Indigenous Studies Minor (http://catalog.unc.edu/undergraduate/programs-study/american-indian-indigenous-studies-minor/)
- Folklore Minor (http://catalog.unc.edu/undergraduate/programs-study/folklore-minor/)
- Global American Studies Minor (http://catalog.unc.edu/undergraduate/programs-study/global-american-studies-minor/)
- Southern Studies Minor (http://catalog.unc.edu/undergraduate/programs-study/southern-studies-minor/)

Graduate Programs

- Ph.D. in American Studies (http://catalog.unc.edu/graduate/schools-departments/american-studies/)
- M.A. in Folklore (http://catalog.unc.edu/graduate/schools-departments/american-studies/)
- Graduate Minor in American Studies (http://catalog.unc.edu/graduate/schools-departments/american-studies/#programstext)
- Graduate Minor in Folklore (http://catalog.unc.edu/graduate/schools-departments/american-studies/#programstext)

Student Learning Outcomes

Upon completion of the American studies program, students should be able to:

- Apply critical skills of analysis to a variety of primary historical sources and/or cultural expressions
- Exercise advanced writing skills that demonstrate clear articulation of ideas and effective expression of understanding
- Assess the value of interdisciplinary learning by engaging with a variety of disciplinary perspectives on the study of America within their major elective courses
- Interpret national traditions and ideals from different local, regional, transnational, and/or global situations and from diverse ideological and/or ethnic perspectives
- Report satisfaction with the American studies major and its value for their postgraduate academic and professional careers

Requirements

In addition to the program requirements, students must

- earn a minimum final cumulative GPA of 2.000
- complete a minimum of 45 academic credit hours earned from UNC–Chapel Hill courses
- take at least half of their major core requirements (courses and credit hours) at UNC–Chapel Hill
- earn a minimum cumulative GPA of 2.000 in the major core requirements. Some programs may require higher standards for major or specific courses.

For more information, please consult the degree requirements section of the catalog (http://catalog.unc.edu/undergraduate/general-education-curriculum-degree-requirements/#degreerequirements).
The concentration in folklore consists of nine courses. Courses listed more than once can be counted for only one category. At least one course must be at the 300 level or above.

### Content Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMST 283</td>
<td>AMERICAN HOME</td>
<td>3</td>
</tr>
<tr>
<td>AMST 340</td>
<td>AMERICAN INDIAN ART AND MATERIAL CULTURE THROUGH INTERDISCIPLINARY PERSPECTIVES</td>
<td>3</td>
</tr>
<tr>
<td>AMST 350</td>
<td>MAIN STREET CAROLINA: A CULTURAL HISTORY OF NORTH CAROLINA DOWNTOWNS</td>
<td>3</td>
</tr>
<tr>
<td>AMST 482</td>
<td>IMAGES OF THE AMERICAN LANDSCAPE</td>
<td>3</td>
</tr>
<tr>
<td>AMST 485</td>
<td>FOLK, SELF-TAUGHT, AND OUTSIDER ARTS</td>
<td>3</td>
</tr>
<tr>
<td>AMST 489</td>
<td>WRITING MATERIAL CULTURE</td>
<td>3</td>
</tr>
<tr>
<td>AMST/ENGL 301</td>
<td>INTRODUCTION TO FOLKLORE</td>
<td>3</td>
</tr>
<tr>
<td>FOLK/ANTH 301</td>
<td>ETHNOGRAPHIC-INTENSIVE COURSES FROM THE LIST BELOW</td>
<td>6</td>
</tr>
<tr>
<td>FOLK/ANTH 301</td>
<td>TWO OTHER AMST COURSES NUMBERED AMST 101 OR ABOVE</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL HOURS</strong></td>
<td><strong>27</strong></td>
</tr>
</tbody>
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American studies (AMST) course descriptions (http://catalog.unc.edu/undergraduate/departments/american-studies/#coursertext).

### Ethnographic-Intensive Courses

AMST 396, FOLK 490, or FOLK 690 may be counted if appropriate with the permission of the director of undergraduate studies.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMST 482</td>
<td>IMAGES OF THE AMERICAN LANDSCAPE</td>
<td>3</td>
</tr>
<tr>
<td>FOLK 476</td>
<td>GRAFFITI, GODS, AND GARDENS: URBAN FOLKLORE</td>
<td>3</td>
</tr>
<tr>
<td>FOLK 550</td>
<td>INTRODUCTION TO MATERIAL CULTURE</td>
<td>3</td>
</tr>
<tr>
<td>FOLK/ANTH 301</td>
<td>SOUTHERN LEGACIES: THE DESCENDANTS PROJECT</td>
<td>4</td>
</tr>
<tr>
<td>FOLK/ANTH 301</td>
<td>VERNACULAR TRADITIONS IN AFRICAN AMERICAN CULTURE</td>
<td>4</td>
</tr>
<tr>
<td>FOLK/ANTH 301</td>
<td>RITUAL, FESTIVAL, AND PUBLIC CULTURE</td>
<td>3</td>
</tr>
<tr>
<td>FOLK/ANTH 301</td>
<td>ETHNOGRAPHIC METHOD</td>
<td>3</td>
</tr>
<tr>
<td>FOLK/ANTH 301</td>
<td>DISCOURSE AND DIALOGUE IN ETHNOGRAPHIC RESEARCH</td>
<td>3</td>
</tr>
<tr>
<td>FOLK/ENGL 301</td>
<td>EVERYDAY STORIES: PERSONAL NARRATIVE AND LEGEND</td>
<td>3</td>
</tr>
<tr>
<td>FOLK/ENGL 301</td>
<td>TRADITIONS IN TRANSITION: JEWISH FOLKLORE AND ETHNOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td>FOLK/ENGL 301</td>
<td>JEWISH BELONGING/S: THE MATERIAL CULTURE OF JEWISH EXPERIENCE</td>
<td>3</td>
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<tr>
<td></td>
<td><strong>TOTAL HOURS</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
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### Special Opportunities in American Studies

#### Honors in American Studies

The American studies major offers a two-course honors program: AMST 691H in the fall semester and AMST 692H in the spring semester. Students must propose their thesis and contract with a faculty advisor during the semester prior to the beginning of their senior year. For each semester of honors work, thesis students must submit a signed learning contract to the Department of American Studies during the registration period. During the two semesters devoted to honors work, students conduct individual research and prepare an honors thesis under the supervision of a faculty member. Students also will attend a weekly seminar at the discretion of the advisor. Students must maintain a 3.3 cumulative grade point average to be eligible. With the approval of the associate or the assistant dean for honors, students with a slightly lower average who have a reasonable expectation of meeting the requirement within one more semester may embark upon the honors thesis, understanding that if they do not attain the 3.3 standard they may...
continue the research project as independent study but are not eligible to graduate with honors or highest honors.

**Experiential Education**
The Department of American Studies offers a seminar on Service Learning in America (AMST 398) and offers credits for approved internship projects (AMST 493). Students have learned about American studies by serving the community in museums, schools, social agencies, and other cultural institutions. Many courses in the folklore program also offer experiential education credit through ethnographic training and fieldwork opportunities.

**Study Abroad**
The Department of American Studies encourages students to consider a semester or more of study abroad and has developed close relations with several American studies programs in different countries. Studying American experience in international contexts is an integral part of understanding the place and influence of the United States in the world. Student learning is enhanced by the perspectives gained by examining how American subjects are taught in universities around the globe as well as by encountering the international students who enroll in American studies courses in Chapel Hill. Study abroad offers students of folklore the opportunity to understand the rich vernacular and traditional cultures of other parts of the world from both a local and a comparative perspective. Students can receive American studies major credit for selected study abroad programs and are encouraged to make study abroad part of their academic plans. Study abroad courses can count toward the global American studies major or minor. Students interested in this experience should consult with the director of undergraduate studies or with the Study Abroad Office about international exchange programs sponsored by UNC–Chapel Hill. Furthermore, American studies majors and minors may apply for the Julia Preston Brumley Travel Scholarship, which is only available to American studies students, to help fund their study abroad.

**Undergraduate Awards**
The department awards Julia Preston Brumley Travel Scholarships to help fund international travel and study abroad. The Peter C. Baxter Memorial Prize is awarded annually to the outstanding senior majoring in American studies.

**Undergraduate Research**
The department offers credit for AMST 396 and FOLK 495. Majors can develop a two-semester honors thesis project (AMST 691H and AMST 692H) in consultation with an advisor. Students have received summer undergraduate research fellowships, earned research support and travel awards, and presented their work at the Annual Celebration of Undergraduate Research each spring.