

# UBC'S CENTRE FOR CULTURE, IDENTITY & EDUCATION (CCIE)

presents

**Tuesday**  
**JANUARY 24, 2012**  
**12:30-2:00 pm**



**Neville Scarfe**  
**310 - 2125 Main Mall**  
**MAP:**  
<http://tinyurl.com/scarfe310>

**Light Refreshments**  
**RSVP:**  
<http://tinyurl.com/KaelaJubas>



**The Place of Popular Culture in Critical Education Work:**  
• **Presentation** • **Open Discussion** • **Network Session**

## Format

There will be a half hour talk followed by a brief question and answer period proceeded by an open discussion of popular culture and academic work, including networking, sharing of projects or ideas for projects and collaborations.



**Dr. Kaela Jubas**  
*University of Calgary*

## **WATCH AND LEARN: *Culture as Pedagogy* on Work and Identity in the Health Care Sector**

In this talk, Professor Jubas will discuss findings from a two-year study exploring the pedagogical functions of popular culture. The qualitative study involved two phases. Phase 1 analyzes two American television shows featuring medical residents (*Grey's Anatomy* and *Scrubs*). In phase 2, conversations were held with undergraduate nursing and medical students in Canada (Victoria/Vancouver, Calgary, Toronto) who were familiar with one or both of these shows. The textual analysis from the first phase was helpful in developing a series of questions focused on three themes: identity, ethics and learning/pedagogy. Excerpts from the shows framed discussions with participants about how they related the shows' portrayals and messages about professional identity, learning and work to their educational programs and experiences. In other words, Kaela explored how watching a group of fictional characters navigate the transitions from learner to worker, youth to adult, novice to professional helps audience members move through similar transitions. For this presentation, she will concentrate on identity-related learning, particularly on how gender figures in portrayals and experiences of health care education and work, and in professional identity construction.

**KAELA JUBAS** is a UBC Department of Educational Studies' alumna, who joined University of Calgary's Faculty of Education in 2008. Specializing in adult learning, she is interested in culture and consumption as sources of informal adult learning. Her doctoral research, discussed in the book *The Politics of Shopping: What Consumers Learn about Globalization, Identity, and Social Change*, explored social movements framed by consumption, and their contributions to everyday learning. More recently, she has turned her attention to the pedagogical function of popular culture in two SSHRC-funded studies exploring complex issues including identity, work, ethics, citizenship, policy, and portrayals of adult education and learning.

*Poster designed and produced by Carole Wallace/NCIE.*



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