Course Syllabus

Code - Course Title	**İLT369 - Popular Culture and Communication**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ MUSTAFA TARKAN OĞUZ

Mode of Delivery	This course is conducted only in the form of face to face education.
Courses Recomended	Alemdar, Korkmaz ve İrfan Erdoğan. (2004). Popüler kültür ve iletişim Popüler kültür ve iletişimAnkara: Ümit.Baoudrillard, Jean. (2008). Tğketim toplumu. Çev. Hazal Deliceçaylı, Ferda Keskin. İstanbuAyrıntı.Fiske, John. (2012). Popüler kültürü anlamak. Çev. Süleyman İrvan. İstanbul Parşömen.Horkheimer, Max ve Theodor Adorno. (2014). Aydınlanmanın diyalektiği. Çev. Nihat Ülner, ElifÖztarhan Karadoğan. İstanbul: Kabalcı.Jay, Martin (20014). Diyalektik imgele. Çev. Ünsal Oskay. İstanbul: Ayrıntı.Löventhal, Leo.(2017) Edebiyat, popüler kültür ve toplum. Çev. Beybin Kejanlıoğlu. İstanbıul: Metis.Storey, John. (2000). Popüler kültür çalışmaları : kuramlar ve metotlar. Çev. Koray Karaşahin. İstanbul: Babil.
Recommended Resources	Alemdar, Korkmaz ve İrfan Erdoğan. (2004). Popüler kültür ve iletişim Popüler kültür ve iletişimAnkara: Ümit.Baoudrillard, Jean. (2008). Tğketim toplumu. Çev. Hazal Deliceçaylı, Ferda Keskin. İstanbuAyrıntı.Fiske, John. (2012). Popüler kültürü anlamak. Çev. Süleyman İrvan. İstanbul Parşömen.Horkheimer, Max ve Theodor Adorno. (2014). Aydınlanmanın diyalektiği. Çev. Nihat Ülner, ElifÖztarhan Karadoğan. İstanbul: Kabalcı.Jay, Martin (20014). Diyalektik imgele. Çev. Ünsal Oskay. İstanbul: Ayrıntı.Löventhal, Leo.(2017) Edebiyat, popüler kültür ve toplum. Çev. Beybin Kejanlıoğlu. İstanbıul: Metis.Storey, John. (2000). Popüler kültür çalışmaları : kuramlar ve metotlar. Çev. Koray Karaşahin. İstanbul: Babil.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Concept of Culture	
Week - 3		General Concepts (Folk Culture, Popular Culture, Mass Culture)	
Week - 4		Popular Culture as Cultural Narrative	
Week - 5		General Characteristics of Popular Culture	
Week - 6		Mass Society and Mass Culture	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 7		The Frankfurt School (Its History and Sociological Significance)	
Week - 8		The Frankfurt School's Critique of the Culture Industry	
Week - 9		Critiques of Mass Society	
Week - 10		Youth Culture-Subculture-Popular Culture	
Week - 11		The Political Economy of Popular Culture	
Week - 12		Consumer Society	
Week - 13		Popular Icon	
Week - 14		Popular Culture and Lifestyle	

Learning Outcomes

#	Learning Outcome
1	You will be able to explain the definition of popular culture in the context of everyday life sociology, understand its functions, and specify its various types with examples.
2	You will be able to interpret the concept of culture,
3	You will become knowledgeable about the characteristics of popular culture.
4	You will be able to analyze the production processes, distribution channels, and consumption dynamics of popular culture products.
5	Analysis can be made regarding the critique of mass culture by the Frankfurt School.
6	You will be able to establish a connection between the concepts of subculture and youth culture.
7	You will be able to analyze the political economy of popular culture.
8	You will be able to analyze how popular culture creates consumer society.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.