



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Populer Culture and Media							
Course Code		HIT107		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To understand the era in which the people, the culture concept to grasp all angles of view, the mass media have a grasp of the impact on social life, the right to gain the ability to read different media research, newspaper articles and television programs will be under the spotlight. Besides mass culture, popular culture lessons revolve around the concept of culture, cultural industry, cultural imperialism will be examined and evaluated in concepts such as relations with the media.							
Course Content		This course will examine mass culture and popular culture, and will be analyzed. manifesting the basic characteristics of popular culture in this context, mass culture and high culture differ from the concept will be revealed. Popular culture in this course will be discussed in connection with the mass media, but also popular culture, the effects will also be addressed in the continuation of the ideological hegemony in society							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Lec. Seil UTMA							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Kitle K�lt�r�n�n Mitleri
2	Pop�ler K�lt�r ve Y�ksek K�lt�r
3	Contact Input
4	Mass Communication Theories

Week	Weekly Detailed Course Contents	
1	Theoretical	Populer Culture ve Media
2	Theoretical	What is culture, it consists of what? (Different approaches, theories)
3	Theoretical	The outline of the historical development of communication studies
4	Theoretical	effects on the social life of Mass Communication
5	Theoretical	Different perspectives on the concept of Popular Culture
6	Theoretical	Television on Social Effects
7	Theoretical	offered life and results in television series
8	Theoretical	Reading Media Art
9	Theoretical	Reading Media Art
10	Theoretical	Social Media and Youth
11	Theoretical	Gazette News Analysis
12	Theoretical	Television Program Analysis
13	Theoretical	Television Program Analysis
14	Theoretical	Popular piety
	Final Exam	final
15	Theoretical	magazine and popular culture
16	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Midterm Examination	1	7	1	8



Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To have a basic knowledge of Popular Culture
2	To have basic knowledge about media
3	To absorb the popular culture and media connections
4	Popular culture and the media to discuss the impact on society
5	Popular culture and to have a general knowledge about media

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	2	2	2	3	2
P2	3	4	2	4	2
P3	5	4	2	4	2
P4	4	3	4	2	4
P5	2	2	3	4	4
P6	4	2	3	5	2
P7	4	4	2	3	4
P8	3	3	4	2	2

