



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Popular Culture and Media							
Course Code		MV274		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	52 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		This course is to understand that communication is a process of sovereignty to construct the culture and aims to apprehend that give meaning to life events.							
Course Content		The media sector economy, to understand what the political and cultural code. Is to analyze the structural features of popular culture. Hegemonic cultural products of social, political and economic structures to understand that how to set up, learn critical approach to popular culture							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Ins. Faruk ÇAM							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Medya ve Popüler Kültür (2013) Ekmel Geçer
2	Medya Popüler Kültür ve İdeoloji (2008) Levent Yaylagül Nilüfer Korkmaz

Week	Weekly Detailed Course Contents	
1	Theoretical	Look for Culture and Human Life
2	Theoretical	Folk (Folk) / Mass / High Culture
3	Theoretical	Mass Culture
4	Theoretical	Popular meaning and Popular Culture
5	Theoretical	The historical development of Popular Culture
6	Theoretical	Popular culture in Turkey
7	Theoretical	Free (empty) Concept of Time
8	Intermediate Exam	Midterm Exam
9	Theoretical	Concept Approaches to Popular Culture; Approaches to Popular Culture Holder
10	Theoretical	Popular Culture and Cultural Industries
11	Theoretical	Popular Culture and Cultural Studies
12	Theoretical	Popular Culture and Political Economy Approach
13	Theoretical	Media-Cultural Communication: Interpretation of Modernity Culture Through the Media
14	Theoretical	Communication Patterns and Media Culture
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	0.5	2	37.5
Midterm Examination	1	5	1	6
Final Examination	1	8	1	9
Total Workload (Hours)				52
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Economic sector of the media, to understand what the political and cultural codes
2	To analyze the structural features of popular culture



3	Hegemonic social cultural products, to understand how to establish political and economic structures
4	Popular culture to learn critical approach to
5	To examine the media representations of gender, class and ethnic identity concepts in terms of popular culture

Programme Outcomes (Business Administration Management)

1	Use the economical information obtained in micro and macro scale, in their occupational lives.
2	Use information and communication technologies at the level required by their field.
3	Manage business finance, analyze business financial situation, and solve financial problems.
4	Gain management skill by managing and enhancing human resource effectively in accordance with business aims
5	Understand production and marketing functions as a whole, have proficiency in applying new production and marketing techniques.
6	Have proficiency in calculating cost, making entry, preparing and interpreting financial statements
7	Have proficiency in using business management function and applying and following new management techniques
8	Have proficiency for performing legal responsibilities of business, following and applying legislation
9	Have proficiency in following and applying vocational current and economic developments in national and international area.
10	Take responsibilities as a team member when dealing with issues and problems encountered in practice
11	Have the ability to use the computer and the required packaged software
12	Have the professional ethics in business life and business relations

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	2	2
P2	2	2	2	2	2
P3	2	2	2	2	2
P4	2	2	2	2	2
P5	2	2	2	2	2
P6	2	2	2	2	2
P7	2	2	2	2	2
P8	2	2	2	2	2
P9	2	2	2	2	2
P10	2	2	2	2	2
P11	2	2	2	2	2
P12	2	2	2	2	2

