



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Popular Culture							
Course Code		HİRY516		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to make students aware of how cultural interactions and identities in our daily lives are shaped by the social structure we are in, as well as how this social structure is structured by individuals.							
Course Content		The content of the course is about how our individual and social characteristics and culture are influenced by contemporary media, technologies and popular culture.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	ÖZBEK Meral (Derleyen), Kamusal Alan, İstanbul: Hil Yayınları, 2004. -----, Popüler Kültür ve Orhan Gencebay Arabeski, İstanbul: İletişim Yayınları, 2002.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of culture, mass and popular culture
2	Theoretical	Who are the audience of the media? On discovering the unknown audience
3	Theoretical	art and communication: what is popular art?
4	Theoretical	Relationship between commercialization and popularization
5	Theoretical	Theoretical approaches to popular culture I
6	Theoretical	Theoretical approaches to popular culture II
7	Intermediate Exam	mid term exam
8	Theoretical	The relationship between popular literature and cinema
9	Theoretical	On subculture-upper culture separation
10	Theoretical	Advertising and popular culture
11	Theoretical	Everyday life, popular culture and female viewers
12	Theoretical	Children and popular culture
13	Theoretical	popular culture and PR
14	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Explain the relationship between media and popular culture.
2	Evaluate social events and facts objectively.
3	.Will be able to explain the relationship between science branches.
4	Will be able to examine social change more rationally



5 .Explain the effect of technological developments on culture and popular culture.

Programme Outcomes (*Public Relations and Advertising Master*)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

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	3	4	3	4	5
P2	2	2	5	4	4
P3	5	4	4	5	2
P4	5	5	4	4	4
P5	4		4	5	3
P6	2	2	4	5	4
P7	4	1	2	5	5
P8	5	4	4	5	4
P9	4	4	4	5	5
P10	2	4	4	4	

