Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM381	Cultural products and identity construction	5	3	0	0	3	3

Prerequisites	
Admission Requirements	

Language of Instruction	English
Course Type	Elective
Course Level	Bachelor Degree
Objective	
Content	This course will examine the relationship between cultural products and the formation of identities, both individual and social. We will examine how cultural products such as songs, photographs, film, TV, social media content, and museum exhibitions, as well as some everyday products such as maps and ID cards, represent and form different social and cultural groupings, with a particular emphasis on gender, race, ethnicity, class, and nationality. Each session consists of two parts: a theoretical introduction based on readings and in-class analyses of cultural products.
References	Week 2 • Myria Georgiou, "Identity." Keywords for Media Studies. Eds. Jonathan Gray and Laurie Ouellette. New York: New York University Press, 2015. http://keywords.nyupress.org/media-studies/essay/identity/ • Carla Kaplan, "Identity." Keywords for American Cultural Studies, Second Edition. Eds. Bruce Burgett and Glenn Hendler. New York: New York University Press, 2014. http://keywords.nyupress.org/american-cultural-studies/essay/identity/ • Ella Shohat and Robert Stam, “Introduction” and “From Eurocentrism to Polycentrsim” Unthinking Eurocentrism: Multiculturalism and the Media. London and New York: Routledge, 1994. 1-12 and 13-54. Week 3 • Edward Said, “Introduction” “Chapter 1: Scope of Orientalism: II. Imaginative Geography and its Representation” Orientalism. 1-28 and 49-73. Week 4 • Benedict Anderson, “Introduction,” “Chapter 3: The Origins of the National Consciousness,” “Chapter 5: Old Languages, New Models,” “Chapter 7: The Last Wave,” and “Chapter 10: Census, Map, Museum” in Imagined Communities. London and New York: Verso, 1983 (2006). Week 5 • Helga Tawil-Souri, “Colored Identity: The Politics and Materiality of ID Cards in Palestine/Israel.” Social Text 29(2): 67-97. 2011. • John C. Torpey, The Invention of the Passport: Surveillance, Citizenship and the State, Cambridge UP, 2018. • Frances Stonor Saunders, “Where in the world are you?” London Review of Books. Week 6 • John Tagg, “Introduction” “Chapter 2: Evidence, Truth and Order: Photographic Records and the Growth of the State” and “Chapter 3: A Means of Surveillance: The Photograph as Evidence in Law” in The Burden of Representation: Essays on Photographies and Histories, Minneapolis, University of Minneapolis Press, 1988. 1-33, 60-65, 66-102. • Michel Foucault, “Panopticism.” Discipline and Punish. Reprinted in Neal Leach, ed. Rethinking Architecture. London/New York: Routledge, 1997. [1958, trans. 1969] • Byung-Chul Han, “Big Data” in Psychopolitics: Neoliberalism and New Technologies of Power. London and New York: Verso. 2017. 55-76. Week 8 • Alan Feldman “On Cultural Anesthesia: From Desert Storm to Rodney King” American Ethnologist. Vol 21, No. 2, May 1994. 404-418. Week 9 • Jean Baudrillard. “The Precession of Simulacra,” in Simulacra and Simulation. Ann Arbor, MI: University of Michigan Press, 1994. pp. 1-42. • Roland Barthes, “The Death of the Author” in Image, Music, Text. McMillan, 1978. 142-148. • Guy Debord, “The Culmination as Separation” and “The Commodity as Spectacle,” in Society of the Spectacle

	• Guy Debord. "The Culmination as Separation" and "The Commodity as Spectacle," in Society of the Spectacle. London: Rebel Press, 2006. pp. 6-25. Week 10 • Brian Eugenio Herrera. “Prologue” and “Chapter 3: How the Sharks Became Puerto Rican?” in Latin Numbers: Playing Latino in the Twentieth Century US Popular Performance. Ann Arbor: U Michigan Press. 2015. 1-17 and 96-127. Week 11 • Excerpts from Meg-John Barker and Julia Scheele, Queer: A Graphic History. London: Icon Books, 2016. • Robert T. Tally, Spatiality. London: Routledge, 2013. Week 12 • Svetlana Boym, The Future of Nostalgia, New York: Basic Books, 2001. Week 13 • İlker Hepkaner, "Heritage at Display: The Quincentennial Museum of Turkish Jews in Istanbul as a Flagship Cultural Institution" in Picturing the Past: The Formation of Jewish Heritage in Turkey and Israel (1948-2018), NYU, 2019, Unpublished dissertation. • Joe J. Phua "Sports fans and media use: Influence on sports fan identification and collective self-esteem." International Journal of Sport Communication 3, no. 2 (2010): 190-206. Week 14 • Andy Bennett, Music, space and place: popular music and cultural identity. Routledge, 2017. • Somogy Varga, "The politics of nation branding: Collective identity and public sphere in the neoliberal state." Philosophy & Social Criticism 39, no. 8 (2013): 825-845.

Theory Topics

Week	Weekly Contents
1	Introductions / Course content, expectations, and introductions.
2	Key Concepts
3	Orientalism, Stereotypes, East-West (Cultural Product Example: Clips from Hollywood & Yeşilçam films)
4	Nation, Print Capitalism, and Maps (Cultural Product Example: Various maps on the concept "nation" / Guest: Gülsin Harman - New York Times)
5	Movement and Mediation of Identities (Cultural product example: Various ID cards / Guest lecturer: Assistant Professor Dr. Elif Sarı - UBC)
6	Dossier, Discipline, Data (Cultural product example: "Spying" apps on smart phones)
7	Midterm Week
8	Media, Race, and Ethnicity (Cultural product example: Black Lives Matter posters from the US, France, and Turkey)
9	The Image and the Internet (Cultural product example: Internet memes about identity in the US, France, and Turkey Guest: Serdar Darendeliler - GAPO)
10	TV Representations of Regional Identities (Cultural product example: Clips from the sit-com Parks and Recreation and Avrupa Yakası)
11	Gender, Sexuality, and Place (Cultural product example: Queering the Map Website / Guest lecturer: Avinash Rajagopal - Metropolis Magazine)
12	Nostalgia and Postmodern Representations of Identity (Dua Lipa's album Future Nostalgia and Facebook pages of 90s nostalgia from the US and Turkey)
13	Minority Identities and Institutional Belonging (Cultural product example: Students and the professor will do a field trip to the Quincentennial Museum of Turkish Jews and the Galatasaray Museum in Beyoğlu).
14	Musical Identities and Nation Branding (Cultural products: Various clips from the Eurovision Song Contest)