Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPS 594	Digital Culture	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	This course examines digital culture from the perspectives of anthropology and symbolic interactionism, focusing on contemporary communication strategies, advertising, and branding processes. It explores how digital technologies transform social relationships, cultural practices, identities, and consumption patterns, while examining the implications of these transformations for brand communication, advertising narratives, consumer engagement, and digital marketing strategies. Culture is approached as a dynamic process through which individuals and communities produce, share, and renegotiate meanings through social interaction. The course investigates how symbols, narratives, identities, and forms of belonging emerge through social media, digital communities, platform cultures, and everyday digital practices. Drawing on digital ethnography and sensory ethnography, it explores the relationships between online and offline experiences. The course aims to equip students with the ability to critically examine digital cultural contexts from an anthropological perspective and apply their insights to the development of advertising, brand management, and communication strategies.
Content	The course covers culture and symbolic interaction, everyday life and meaning-making, self-presentation and digital identity, online communities and belonging, digital rituals, social media practices, platform cultures, digital spaces and social interaction, digital audiovisual practices, sensory experience and the digital body, and the relationships between online and offline cultural practices. From an anthropological perspective, students examine how digital environments transform cultural contexts and how symbols, images, sounds, narratives, and forms of interaction acquire meaning in everyday life. As part of the practical component, students investigate specific digital communities, platforms, forms of interaction, and cultural practices using digital ethnographic and sensory research methods. Through ethnographic observation, digital participant observation, audiovisual documentation, digital diaries, and the analysis of online cultural content, students explore different dimensions of digital culture. The findings are then evaluated in relation to communication strategies, brand culture, advertising practices, and consumer relationships.
References	Blumer, H. (1969). Symbolic Interactionism: Perspective and Method. University of California Press. Goffman, E. (1959). The Presentation of Self in Everyday Life. Doubleday. Hine, C. (2015). Ethnography for the Internet: Embedded, Embodied and Everyday. Bloomsbury Academic. Pink, S. (2015). Doing Sensory Ethnography (2nd ed.). SAGE. Pink, S., Horst, H., Postill, J., Hjorth, L., Lewis, T., & Tacchi, J. (2016). Digital Ethnography: Principles and Practice. SAGE.

Theory Topics

Week	Weekly Contents
1	Introduction to Culture and Digital Culture: Anthropological Perspectives and Digital Transformation
2	Symbolic Interactionism: Everyday Life, Symbols, and Meaning-Making
3	Digital Everyday Life: Interaction, Practices, and Cultural Contexts
4	Performance, Representation, and Online Identities
5	Digital Communities and Belonging
6	Digital Rituals and Cultural Practices
7	Spaces and Social Interaction: Platforms, Encounters, and Digital Spatiality

Week	Weekly Contents
8	Images, Sounds, Narratives, and Cultural Circulation
9	Online Presence, Embodiment, and the Senses
10	Theoretical Approaches, Research Design, and Fieldwork
11	Observation, Audiovisual Documentation, and Experience Mapping
12	Brand Communities, Consumption Practices, and Cultural Contexts
13	Digital Ethnography Workshop
14	Digital Ethnography Workshop