Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|---------------------------------------|----------|--------|----------|-----|--------|------|
| CTV307 | Popular culture, media and literature | 5 | 2 | 0 | 0 | 2 | 3 |

| Prerequisites | |
|------------------------|--|
| Admission Requirements | |

| Language of Instruction | Turkish |
|-------------------------|--|
| Course Type | |
| Course Level | Bachelor Degree |
| Objective | This course has the objective to understand that communication is a process of ideological hegemony and that culture is a practical construction of social meaning. In this course, we try to understand how culture is reconceptualised through the work of the School of Cultural Studies. We will try to follow the historical evolution of the culture industry. And, we will discuss how the popular media of mass build, through the dissemination of mass cultural products, the political, economic and cultural hegemony. |
| Content | (Subject Headings) |
| References | Louis Althusser, Les apparailes idéologiques de l'Etat Antonio Gramsci, Les cahiers de prison Stuart Hall, Guy Débord, La société de spectacle |

Theory Topics

| Week | Weekly Contents |
|------|--|
| 1 | Overview of cultural studies |
| 2 | Introduction to the concepts and discussion such media, power, ideology. |
| 3 | The research work of members of the school of cultural studies. |
| 4 | Historical approach to the concept of ideology. |
| 5 | Althusser and the ideological apparatuses of the state. |
| 6 | Gramsci and the concept of hegemony |
| 7 | Stuart Hall and ideological analysis of media. |
| 8 | Partial Review |
| 9 | The dominance of media and popular culture |
| 10 | Guy Débord and the society of spectacle |
| 11 | The code of popular cultural products show |
| 12 | Back to School Frankfurt |
| 13 | Comparison between mass culture and popular culture |
| 14 | Popular culture and opportunities for the opposition |