

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 appareils idéologiques de l'Etat Antonio Gramsci, Les cahiers de prison Stuart Hall, Guy Debord, 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 Debord 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