

**School of Communication / Public Relations and Advertising**

**2023 - 2024 Academic Year**

**ADVERTISING and POPULAR CULTURE**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
ADVERTISING and POPULAR CULTURE	HR3114893	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Asena TEMELLİ COŞGUN				
<b>Name of Lecturer(s)</b>	Assist.Prof. Asena TEMELLİ COŞGUN				
<b>Assistant(s)</b>					
<b>Aim</b>					
<b>Course Content</b>	This course contains; Course Introduction - Concept of Culture: Introduction to Mass Culture, High Culture, Subculture, Introduction to Folk Culture Concepts, Concept of Culture: Analyzing Mass Culture, High Culture, Subculture, and Folk Culture Concepts, Popular Culture - Frankfurt School: Culture Industry, The Development of Communication Technologies and the Construction of Popular Culture, Construction of Consumer Society: Transformation of Capitalism: Fordism and Post-Fordism, Modernism and Postmodernism, Popular Culture and Consumer Society, Popular Culture and Advertising: Transformation from Needs to Desires in Consumption, Transition from Modern Consumer to Postmodern Consumer, Changing Nature of Advertisements, Production of Advertising and Popular Culture: Example Analyses of Advertisements, Advertising Analysis: Semiotics and Advertising, Popular Culture, Advertising, and Gender: Representations of Women and Men in Advertisements, Digitization and Globalization: Global Popular Culture (es), Glocal Ads: Global Strategies and Local Tactics, Social Media and Popular Culture, Popular Culture and Social Media: Transformation of Myths, New Values in the Influencer Marketing Context.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Explains the concepts of mass culture, folk culture and popular culture.			10, 16, 9	A	
Explains the concept of culture industry.			9	A	
Explains the characteristics of the consumer society.			16, 9	A	
Explains the transformation of advertisements and consumers from modernism to postmodernism.			10, 16, 9	A	
Analyzes the elements of popular culture in advertisements.			10, 16, 9	A, E	
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, E: Homework				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Course Introduction - Concept of Culture: Introduction to Mass Culture, High Culture, Subculture, Introduction to Folk Culture Concepts	Nazife Güngör-Communication Theories Approaches İrfan Erdoğan and Korkmaz Alemdar-Popular Culture and Communication			
2	Concept of Culture: Analyzing Mass Culture, High Culture, Subculture, and Folk Culture Concepts	Nazife Güngör-Communication Theories Approaches İrfan Erdoğan and Korkmaz Alemdar-Popular Culture and Communication			
3	Popular Culture - Frankfurt School: Culture Industry	Burak Özçetin Mass Communication Theories Nazife Güngör Communication Theories Approaches			
4	The Development of Communication Technologies and the Construction of Popular Culture	John Storey Cultural Studies and the Study of Popular Culture John Fiske Understanding Popular Culture			
5	Construction of Consumer Society: Transformation of Capitalism: Fordism and Post-Fordism, Modernism and Postmodernism	Mike Featherstone Postmodernism and Consumer Culture			
6	Popular Culture and Consumer Society	John Storey Cultural Studies and the Study of Popular Culture Jean Baudrillard Consumer Society			
7	Popular Culture and Advertising: Transformation from Needs to Desires in Consumption, Transition from Modern Consumer to Postmodern Consumer, Changing Nature of Advertisements	Yavuz Odabaşı-Consumer Culture Mike Featherstone Postmodernism and Consumer Culture David Chaney Lifestyles			
8	Production of Advertising and Popular Culture: Example Analyses of Advertisements	J. Williamson Reklamların Dili			
8	Advertising Analysis: Semiotics and Advertising	John Fiske- Introduction to Communication Studies Roland Barthes- Çağdaş Söylenler Judith Williamson- Reklamların Dili			
10	Popular Culture, Advertising, and Gender: Representations of Women and Men in Advertisements	Banu Dağtaş- Reading the Advertisement R.W. - Connell Gender and Power D. İmancer- Gender Role Representation: Media Culture, Feminism, Television and Serials N.B. Tosun -Women as an Advertising Tool			
11	Digitization and Globalization: Global Popular Culture(es)	Manuel Castells The Rise of the Network Society Zygmunt Bauman Social Consequences of Globalization			
12	Glocal Ads: Global Strategies and Local Tactics	S. Anholt- Global Markaların Yerel Çuvallamaları Müge Elden- The Importance of Creativity in Glocal Advertising Campaigns			
13	Social Media and Popular Culture	Erol Mutlu- Globalleşme, Popüler Kültür ve Medya Van Dijk Ağ Toplumu			
14	Popular Culture and Social Media: Transformation of Myths, New Values in the Influencer Marketing Context				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>