

朝陽科技大學 097學年度第1學期教學大綱  
Popular Culture 流行文化研究

當期課號	2238	Course Number	2238
授課教師	湯素貞	Instructor	TANG,SU CHEN
中文課名	流行文化研究	Course Name	Popular Culture
開課單位	傳播藝術系(四日)四B	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	<p>教學目標：</p> <ol style="list-style-type: none"> <li>1. 具備觀察及分析日常生活脈絡中的流行文化現象之能力(技能)</li> <li>2. 透過閱讀、思辯、課堂討論與報告撰寫，建構學生對文化理論、大眾文化理論的認知(知識)</li> <li>3. 能對當下之流行現象與自身文化進行反思(其他)</li> <li>4. 了解大眾傳播媒介及從業人員對流行文化形成之責任與影響(態度)</li> </ol>	Objectives	<ol style="list-style-type: none"> <li>1. Observe and analyze daily life in the context of popular culture (skills)</li> <li>2. Read, discuss, write, reflect on culture and popular culture theory (knowledge)</li> <li>3. Reflect on the current phenomenon of popular culture in one's own culture (other)</li> <li>4. Develop professional responsibility by understanding the influence of mass media and popular culture (development)</li> </ol>
教材		Teaching Materials	
成績評量方式	準時上下課(若有事無法上課，請向老師或助教請假以三次為限，情況特殊者例外，若有點名不在者，本項不予計分) 20%；期中個人作業30%；期末考分組報告50%	Grading	attendance 20% homework 30% group final presentation 50%
教師網頁	-		
教學內容	<p>一、課程介紹 介紹課程內容、目的、進度及評分方式</p> <p>二、流行文化的定義</p> <ol style="list-style-type: none"> <li>1. 文化</li> <li>2. 次文化</li> <li>3. 跨文化</li> <li>4. 意識形態</li> <li>5. 通俗文化/流行文化</li> <li>6. 藝術史與流行文化</li> </ol> <p>三、流行文化的特徵</p> <ol style="list-style-type: none"> <li>1. 流行文化的群眾性</li> <li>2. 流行文化的日常生活性</li> <li>3. 流行文化的浮動性</li> <li>4. 流行文化的非理性</li> <li>5. 式樣/流行/時尚</li> <li>6. 流行文化與創意</li> <li>7. 次文化/主流文化/流行文化</li> </ol> <p>四、流行文化與飲食服裝</p> <ol style="list-style-type: none"> <li>1. 時裝的式樣、流行、時尚</li> <li>2. 時裝/符號/流行文化</li> <li>3. 飲食/文化/流行文化</li> <li>4. 飲食男女的文化</li> <li>5. 消費者行為與流行文化</li> </ol> <p>五、流行文化與音樂</p> <ol style="list-style-type: none"> <li>1. 音樂/文化/流行文化</li> <li>2. 台灣/西洋流行音樂產生時代的背景與意義</li> <li>3. 文化工業與流行音樂</li> </ol> <p>六、流行文化與電影電視</p> <ol style="list-style-type: none"> <li>1. 媒體傳播功能探討</li> <li>2. 娛樂至死或娛樂致死的主動/被動閱聽人</li> <li>3. 影視娛樂/文化/跨文化/流行</li> </ol>	Syllabus	<p>A.Course Introduction Introduce course contents、objects、schedule and grade</p> <p>B.The definition of Popular Culture</p> <ol style="list-style-type: none"> <li>1.culture</li> <li>2.subculture</li> <li>3.cross-culture</li> <li>4.Ideology</li> <li>5.Popular Culture/ Popular Culture</li> <li>6.Art History and Popular Culture</li> </ol> <p>C.Features of Popular Culture</p> <ol style="list-style-type: none"> <li>1. Civilian-based of Popular Culture</li> <li>2. Popular Culture in everyday life</li> <li>3. Volatility of Popular Culture</li> <li>4. Irrationality of Popular Culture</li> <li>5.Style/ Fashion/Fad</li> <li>6. Popular Culture and idea</li> <li>7.Subculture/ Mainstream Culture/Popular Culture</li> </ol> <p>D.Popular Culture and Diet/ Costume</p> <ol style="list-style-type: none"> <li>1. style、fashion、fad of costume</li> <li>2.Costume/Symbol/ Popular Culture</li> <li>3.Diet/ Culture/ Popular Culture</li> <li>4.Culture of Eat Drink Man Woman</li> <li>5.Consumer behavior and Popular Culture</li> </ol> <p>E.Popular Culture and Music</p> <ol style="list-style-type: none"> <li>1. Music/Culture/ Popular Culture</li> <li>2. Background and meaning of Taiwan and The West POP music age</li> <li>3. Culture industry and POP music</li> </ol> <p>F.Popular Culture and Movie/TV</p> <ol style="list-style-type: none"> <li>1.Media communication function</li> </ol>

	<p>文化</p> <p>4.好萊塢電影敘事</p> <p>5.跨國合作影視產製與流行</p> <p>七、流行文化與象徵性權力</p> <p>1.流行文化與權力的關係</p> <p>2.流行文化的象徵性權力性質</p> <p>3.流行文化與父權意識型態</p> <p>4.全球流行文化</p>	<p>2.Amusing ourselves to death ; active/passive audience</p> <p>3.Movie and TV entertainment / Culture/Cross-culture/ Popular Culture</p> <p>4..Hollywood movie narration</p> <p>5..Co-production movie of cross-country and Popular Culture</p> <p>G.Popular Culture and Symbolic Power</p> <p>1.The relation between Popular Culture and power</p> <p>2.The symbolic power of Popular Culture</p> <p>3.Popular Culture and Patriarchy Ideology</p> <p>4.Global Popular Culture</p>
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