

朝陽科技大學 097學年度第2學期教學大綱
Popular Culture 流行文化研究

當期課號	3455	Course Number	3455
授課教師	湛明暉	Instructor	CHAN,MING HUI
中文課名	流行文化研究	Course Name	Popular Culture
開課單位	傳播藝術系(二進)五A	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"> 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) 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) 3. 能對當下之流行現象與自身文化進行反思 (其他) 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) 	Objectives	<ol style="list-style-type: none"> 1. Observe and analyze daily life in the context of popular culture (skills) 2. Read, discuss, write, reflect on culture and popular culture theory (knowledge) 3. Reflect on the current phenomenon of popular culture in one's own culture (other) 4. Develop professional responsibility by understanding the influence of mass media and popular culture (development)
教材	<p>參考書目</p> <p>神話學, Roland Barthes著, 桂冠</p> <p>引爆趨勢, 葛拉威爾 著, 時報</p> <p>M型社會新奢華行銷學, Pamela N. Danziger 著, 臉譜</p> <p>領你預見未來, Eric Garland 著, 商智</p>	Teaching Materials	
成績評量方式	<p>出席率及課堂報告：40%</p> <p>期中考：30%</p> <p>期末考：30%</p>	Grading	<p>Present and exercise : 40%</p> <p>Mid exam : 30%</p> <p>Final exam : 30%</p>
教師網頁	-		
教學內容	<p>星座、迪士尼、香奈兒、樂活主義...沒錯，這些都是流行文化。</p> <p>你曾經思考過流行文化是如何誕生的嗎？你是否也在不知不覺中，一同參與流行文化的建構？為什麼某些東西會流行，進而影響我們的生活習慣甚至是觀念？是誰創造了流行文化？</p> <p>在商業世界中，流行文化是活絡經濟的源頭；對文化學者而言，流行文化是物慾的耽溺、心靈的弱勢；就媒體報導的觀點，流行文化是重要的傳播訊息；對傳播人來說，我們就是流行文化的推手，更是既得利益者。</p> <p>在本學期的課程中，讓我們一同來剖析流行文化的發展過程與內涵，透過各個面向的觀看與探討，學習操控流行趨勢的技巧吧！</p>	Syllabus	<p>Fortune-telling, Disney, CHANEL, LOHAS... Right, all these is pop culture.</p> <p>You have ever thought pop culture be how to be borne ? You whether at unconsciously, go in for pop culture's construct together ? Why something can popular, and further affect our life custom even be idea ? Who is creating pop culture?</p> <p>At commerce World, pop culture is nimble economic fountainhead; To culture scholar, pop culture is want sentimental , mind's weakness ; Media news' point of view, pop culture is important diffusion information; To communication person, we are pop culture's push the hand, much more vested interest person.</p> <p>Term's course in is at this, let us come anatomy pop culture's development process with connotation together, permeate each face to watch with inquire into, study grasp popular tendency's skill!</p>

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