朝陽科技大學 098學年度第2學期教學大綱
Popular Culture 流行文化研究

當期課號	2316	**Course Number**	2316
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(四日)四B	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	2	**Credits**	2
課程目標	教學目標： 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**	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	神話學，Roland Barthes著，桂冠 引爆趨勢，葛拉威爾 著，時報 M型社會新奢華行銷學，Pamela N. Danziger 著，臉譜 領你預見未來，Eric Garland 著，商智	**Teaching Materials**	Mythology, Roland Barthes The Tipping Point, Maurice Ravel Let Them Eat Cake：Marketing Luxury to the Masses - As well as the Classes, Pamela N. Danziger Future, Inc. Eric Garland
成績評量方式	出席率：20% 平時作業及上課表現：20% 期中考：30% 期末報告、簡報製作：30%	**Grading**	Attendance: 20 % Assignments and class: 20 % Time: 30 % The final report, presentation authoring: 30 %
教師網頁			
教學內容	星座、迪士尼、香奈兒、樂活主義…沒錯，這些都是流行文化。 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？爲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？ 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，流行文化是物慾的躭溺、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。 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，成爲流行文化的先驅者。	**Syllabus**	Fortune-telling, Disney, CHANEL, LOHAS. Yes, these are the popular culture. Have you ever thought about how pop culture of the birth of? do you also implicitly, in the construction of pop culture and why certain things intofashion, which in turn affect our lifestyle or even a concept? who created the popular culture? In the business world, pop culture is nimble economic fountainhead; on the culture of scholars, the pop culture is want sentimental , mind's weakness ; in media reporting point of view, it is important to popular culture dissemination; on people, we are the push of pop culture, but also people with vested interests. In this semester, while the analysis on the US pop culture deelops and connation, various for viewing and discussion, learning the skills of dellarocas fashion trends, becoming a pioneer of pop culture.

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