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	3533	Course Number	3533
授課教師	安碧芸	Instructor	AN,PI YUN
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	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	全球化下的傳播與文化 (陳芸芸譯) 傳播時代的文化 (邱進福、陳錦玉等譯) 文化理論與通俗文化導論 (李根芳、周素鳳譯) 及其他補充教材	Teaching Materials	1. Lull, James. Media, Communication, Culture: A Global Approach, 2nd ed., 2000 2. James Lull. Culture in Communication Age. Weber Publication International Ltd. 3. John Storey. Cultural Theory and Popular Culture:An Introduction.Chuliu Publisher.
成績評量方式	期中考20% 期末考 30% 書面報告30% 課堂討論10% 出席10%	Grading	midterm 20% final exam 30% assignment 30% class discussion 10% participation10%
教師網頁			
教學內容	使學生了解何謂庶民文化、大眾文化、通俗文化、精緻文化、次文化等觀念.並教導學生思考當今流行文化現象及其他跨文流行文化議題	Syllabus	This is a course designed to provide the student an overview ofhow popular elements of media operate in society. using popular culture elements as examples, the student is required to analyze how htese elements reflect culture and social structure.

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