# 朝陽科技大學 099學年度第2學期教學大綱
# Popular Culture 流行文化研究

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| 當期課號 | 2036 | Course Number | 2036 |
| 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(四日)四A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 教學目標：<br>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)<br>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)<br>3. 能對當下之流行現象與自身文化進行反思 (其他)<br>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 | 課堂ppt及其他補充教材 | Teaching Materials | ppt and other related articles |
| 成績評量方式 | 課堂筆記40%<br>LMS 發言及課堂參與 10%<br>期中考 (open book & open note) 50% | Grading | class note 40%<br>LMS and class participation 10%<br>mid-term (open book & open note)50% |
| 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. |

尊重智慧財產權，請勿非法影印。