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

當期課號	2041	Course Number	2041
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	教材： 自編講義、影片欣賞、專家資料 參考書目 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	Materials: Handouts, video shows, expert information Bibliography： 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：10% 平時成績：30% 期中考：30% 期末報告：30%	Grading	Attendance：10% Scores：30% Mid-term ：30% The final report ：30%
教師網頁			
教學內容	99下學期 流行文化研究 教學大綱 流行文化（又稱大眾文化）是社會中盛行的地區文化，主要由文化製品工業（傳媒）來塑造並傳播其內容，例如電影、電視、音樂、出版社等媒體。 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，透過服裝、飲食、音樂、影像等各個面向的觀看與探討，了解流行文化與權力的關聯，同時也學習操控流行趨勢的技巧，成爲流行文化的先驅者。	Syllabus	99 Next semester syllabus on pop culture Popular culture (also known as mass culture) is a popular area of society, culture, mainly by the cultural products industry (media) to create and disseminate their content, such as film, television, music, press and other media. Have you ever thought about how popular culture is born? do you have unwittingly, participative construction of popular culture and why certain things will pop, which in turn affect our lifestyle or even ideas? who created a pop culture? In this semester courses, let us work together to analyze the pop culture connotation of the development process and, through clothing, food, music, images, and various other viewing and discussion oriented, understanding popular culture and power, while also learning skills in manipulating the fashion trend, a pioneer of pop culture.

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