COURSE INFORMATION

Course Name	Course Type	Code	Year	Semester	Weekly T+P+L Hour	Credit	ECTS
British Popular Culture	Departmental Elective	ELIT 349	3rd Year	5th Semester	3+0+0	3	5

Department	English Language and Literature
Course Level	Undergraduate
Course Language	English
Course Type	Departmental Elective
Teaching System	Formal Education
Prerequisite(s)	None
Other Issues for Course	None
Course Coordinator	Department Members
Instructor(s)	Department Members
Internship	None
Learning and Teaching Strategies	Lecture Discussion Question and Answer Team/Group Work Preparing and/or Presenting Reports Drill and Practice Brain Storming
Course Objective	The aim of the course is to help the student gain the knowledge, skills and competence required to understand, study and analyse contemporary British popular culture with reference to main relevant theoretical concepts.
Learning Outcomes	The student, 1. explains the terms "culture," "high culture," "popular culture," "mass culture" and "subculture" as well as the differences between these terms, 2. explains theoretical approaches to "popular culture", 3. explains the historical development of British popular culture with reference to social, economic and political backgrounds, 4. explains the relationships between "popular culture" and music, fashion, sports, food-drink, television, cinema and digital cultures, 5. explains the relationships between "British popular culture" and music, fashion, sports, food-drink, television, cinema and digital cultures.

	The terms "culture," "high culture," "popular culture," "mass culture" and "subculture" as well as the differences between these terms are explained. Main theories and concepts about popular culture are introduced. The historical development of British popular culture is also dealt with. British popular culture is studied and discussed through the analysis of selected cultural texts and practices.
Course Content	

Course Contents Weekly

1-	Introduction of the terms "culture," "high culture," "popular culture," "mass culture," "subculture," "signification," "representation," "encoding-decoding," "discourse," "ideology," "hegemony," "power/knowledge relationship," "self" and "identity"
2-	"Production/consumption" and the popular, "culture industry"
3-	Historical survey of British popular culture
4-	Hegemony and the carnivalesque
5-	Marginalisation of the popular, popular music and fashion
6-	Subcultures in Britain
7-	Mid-Term Exam
8-	British popular culture and sports
9-	British popular food and drink culture
10-	British popular culture and television
11-	British popular culture and cinema
12-	British popular culture and digital culture
13-	British popular culture and popular literature
14-	General Evaluation
15-	Final Exam
16-	

COURSE OUTLINE WEEKLY

Week	Topics	Preliminary Work
1	Introduction to the terms	None
2	"Production/consumption" and the popular, "culture industry"	Studying this week's topics in relevant sources by starting from one week before
3	Analysis of Historical survey of British popular culture	Studying this week's topics in relevant sources by starting from one week before
4	Analysis of Hegemony and the carnivalesque	Studying this week's topics in relevant sources by starting from one week before
5	Analysis and discussion of Marginalisation of the popular, popular music and fashion	Studying this week's topics in relevant sources by starting

		from one week before
6	Analysis of Subcultures in Britain	Studying this week's topics in relevant sources by starting from one week before
7	Mid-Term Exam	Preparation for exam
8	British popular culture and sports	Studying this week's topics in relevant sources by starting from one week before
9	British popular food and drink culture	Studying this week's topics in relevant sources by starting from one week before
10	British popular culture and television	Studying this week's topics in relevant sources by starting from one week before
11	British popular culture and cinema	Studying this week's topics in relevant sources by starting from one week before
12	British popular culture and digital culture	Studying this week's topics in relevant sources by starting from one week before
13	British popular culture and popular literature	Studying this week's topics in relevant sources by starting from one week before
14	General Evaluation	Studying this week's topics in relevant sources by starting from one week before
15	Final Exam	Preparation for exam
16		

REFERENCES	
Course Materials	Chris Barker. Cultural Studies: Theory and Practice. Nikita Brottman. High Theory, Low Culture. Anthony Easthope. A Critical and Cultural Theory Reader. John Fiske. Understanding Popular Culture. Stuart Hall and Tony Jefferson, eds. Resistance Through Rituals: Youth Subcultures in Post-war Britain.
Suggested Materials	Dick Hebdige. Subculture: The Meaning of Style. Joke Hermes. Re-reading Popular Culture. Harry Russell Huebel. Things in the Driver?s Seat: Readings in Popular Culture. John Storey. Cultural Theory and Popular Culture.
Other Materials	Other relevant books and/or articles

MATERIAL SHARING	
Documents	Course notes
Assignments	Feedback
Exams	Exam questions

ASSESMENT METHODS		
COURSE ACTIVITIES	**NUMBER**	**PERCENTAGE**
Mid-term exam	1	30
Assignment	1	10
Quiz	0	0
Project	0	0
Presentation	1	10
In-class Contribution	0	0
Application / practice	0	0
Laboratory	0	0
Final exam	1	50
Total	**4**	**100**

No	Key Learning Outcomes	Contribution level				
		1	2	3	4	5
1	The student has basic up-to-date theoretical and applied knowledge in English literature and culture.					X
2	The student has basic up-to-date theoretical and applied knowledge in literary genres, literary terms and concepts, and literature in general.					X
3	The student is equipped with theory and praxis to explain and analyse the characteristics of the genres of English literature and their representative texts with reference to historical, social, cultural, economic, political and ecological backgrounds.					X
4	The student has advanced knowledge of English language, its systematic structure, function, and its spoken and written forms.					X
5	The student has critical, creative, and analytical thinking skills.					X
6	The student is able to collect information and data individually and/or in groups about English language, literature and culture through up-to-date information technologies and research methods and techniques, and shares these in national and international educational and other professional environments.				X	
7	The student analyses literary and cultural texts using related theories and an interdisciplinary approach.					X
8	The student has up-to-date theoretical and applied knowledge and ability required for the translation of texts from English into Turkish and from Turkish into English.			X		
9	The student does research independently using critical, creative and analytical skills, solves problems, and effectively expresses the outcomes in national and international professional and social environments.				X	
10	The student develops an unbiased, respectful and open attitude to his/her own culture and other cultures by studying English literature, history and society, and by attending curricular and extracurricular activities.				X	
11	The student develops an unbiased, respectful and open attitude towards different languages, races, sexes, religions, and social classes.				X	

MATRIX OF THE COURSE LEARNING OUTCOMES VERSUS PROGRAM OUTCOMES

TABLE OF ECTS / WORKLOAD

Activities	NUMBER	Duration (Hour)	Total Workload (Hour)
Course Duration	14	3	42
Reading	0	0	0
Study Hours out of Class (Preliminary Work, Reinforcement and others)	14	2	28
Library Visit – Net Search	0	0	0
Assignments	1	15	15
Reports	0	0	0
Presentation / Seminar Preparation	1	10	10
Material Design, Application	0	0	0
Mid-Term Exam	1	20	20
Application (Modelling, Design, Simulation, Experiment and others)	0	0	0
Oral Exams	0	0	0
Internship	0	0	0
Field Work	0	0	0
Project	0	0	0
Final Exam	1	35	35
Total Workload	**32**	**85**	**150**
Total Workload / 30 (h)			**5**
Course ECTS			**5**