**GAU, Faculty of Humanities**

**American Culture and Literature Department**

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| **Course Unit Title** | | **American Popular Culture** | | |
| **Course Unit Code** | | **AME 208** | | |
| **Type of Course Unit** | | Compulsory | | |
| **Level of Course Unit** | | 2th Year BSc | | |
| **National Credits** | | 3 | | |
| **Number of ECTS Credits Allocated** | | 6 | | |
| **Theoretical (hour/week)** | | 3 | | |
| **Practice (hour/week)** | |  | | |
| **Laboratory (hour/week)** | | - | | |
| **Year of Study** | | 2 | | |
| **Semester when the course unit is delivered** | | 2 (Spring) | | |
| **Mode of Delivery** | | Face to Face | | |
| **Language of Instruction** | | English | | |
| **Prerequisites and co-requisites** | | - | | |
| **Recommended Optional Programme Components** | | - | | |
| **Objectives of the Course:** | | | | |
| * The aim of the course to introduce American popular culture and apply it to the current century with examples from 21st century. | | | | |
| **Learning Outcomes** | | |  | |
| When this course has been completed the student should be able to | | | Assessment. | |
| 1 | Understand the meaning of popular culture, culture, and ideology | | 1, 2, 3 | |
| 2 | Learn to compare film, religion and popular culture | | 1, 2, 3 | |
| 3 | Learn the analysis elements of the popular culture pieces such as film and advertainments | | 1, 2, 3 | |
| 4 | Learn to compare and contrast women and men in advertainment | | 1, 2, 3 | |
| 5 | Understand the meaning of gender perspectives | | 1, 2, 3 | |
| 6 | To learn the meanings of colours and use them in their analysis essays | | 1, 2, 3 | |
| Assessment Methods: 1. Written Exam, 2. Assignment 3. Project/Report, 4.Presentation, 5 Lab. Work | | | | |
| **Course’s Contribution to Program** | | | | |
|  |  | | | CL |
| 1 | Upon the successful completion of this program, students will be able to use their strong communication and organizational skills interculturally to complete successfully for professional careers as well as further academic pursuits, social development and personal satisfaction. | | | 3 |
| 2 | To read, interpret and evaluate the literary texts as the aesthetic works of the cultural production and change fields by comprehending critical and theoretical approaches towards literature, arts and language studies. | | | 5 |
| 3 | To learn their own culture by making comparison to other cultures, especially English culture, and contribute to their own cultures while applying their interpretations to the written text and the world beyond it | | | 5 |
| 4 | To conduct purposeful analysis of discourse, including discussion of the history, forms, and conventions of the different literary periods and genres, and analyse works of poetry, fiction and drama by demonstrating knowledge of critical techniques and terminology. | | | 5 |
| 5 | To comprehend theories developed in the scope of various scientific fields such as education and psychology, which have influenced the teaching of English language and their reflections on pedagogy. | | | 2 |
| 6 | To make an in-depth analysis of mythology, Classic, and Neo-Classic art insights that form a base for Western Culture; in addition, perceive and assess those events which influenced the Western History such as Renaissance and Reformation | | | 4 |
| 7 | To read literary works with understanding of their background, structure, meanings, implications and relevance applying knowledge of the history, theory and methodologies of the discipline and its contexts in thoughtful discourse, get detailed information on the periods, writers and works of American and British Literature, comprehend the American and British Literature, its history and intellectual background | | | 5 |
| CL: Contribution Level (1: Very Low, 2: Low, 3: Moderate 4: High, 5:Very High) | | | | | |

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| **Course Contents** | | | | | |
| Week |  |  | | | Exam**s** |
| 1 |  | Introduction | | |  |
| 2 |  | Meaning of Culture, Popular Culture, and Ideology | | |  |
| 3 |  | Meaning of Culture, Popular Culture, and Ideology | | |  |
| 4 |  | Advertisements, Coca Cola | | |  |
| 5 |  | Short Story Examples from American Culture | | |  |
| 6 |  | Movie Analysis: American History X | | |  |
| 7 |  | Review Quiz | | |  |
| 8 |  |  | | | Mid Term |
| 9 |  | Gender and Advertising (American) | | |  |
| 10 |  | Gender and Advertising (American) | | |  |
| 11 |  | Analysis of Visual and Verbal Advertising (American) | | |  |
| 12 |  | Analysis of Visual and Verbal Advertising (American) | | |  |
| 13 |  | Analysis of Visual and Verbal Advertising of Social Media (Instagram) | | |  |
| 14 |  | Review Quiz | | |  |
| 15 |  |  | | | Final |
| **Recommended Sources** | | | | | |
| **Textbook:**  Poe, Edgar. The Masque of the Red Death.  Chopin, Kate. The Story of an Hour.  Gender and Advertising: How gender Shapes Meaning  Storey, John. Cultural Theory and Popular Culture. 2015.  Lyden, C. John. Myths, Morals, and Rituals. Films as Religion. 2003.  Ünal, Yağmur. The Effect of Colour on Human Body and Psychology. 2015.  Bulur, Türkay. Visual Semiotics and Interpretation in the Television Commercial. 2018.  Zammitto, Veronica L. The Expressions of Colours. 2005.  Brandt, Jenn. & Clare, Callie. An Introduction to Popular Culture in the US: people, Politics, and Power. 2017.  Supplementary Material (s): Internet Sources | | | | | |
| **Assessment** | | | | | |
| Attendance | | | 10% |  | |
| Participation | | | 10% |  | |
| Midterm Exam (Written) | | | 30% |  | |
| Quiz | | | 10% |  | |
| Final Exam (Written) | | | 40% |  | |
| Total | | | 100% |  | |

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| **ECTS Allocated Based on the Student Workload** | | | |
| Activities | Number | Duration (hour) | Total Workload(hour) |
| Course duration in class (including the Exam week) | 14 | 3 | 42 |
| Labs and Tutorials |  |  |  |
| Assignments | 2 | 4 | 8 |
| E-Learning Activities | 2 | 10 | 20 |
| Project/Presentation/Report Writing | - | - | - |
| Quizzes/Reviews | 2 | 4 | 8 |
| Lab Exams | - | - | - |
| Midterm Examination | 1 | 2 | 2 |
| Final Examination | 1 | 2 | 2 |
| Self-study | 4 | 80 | 84 |
| Total Workload | | | 166 |
| Total Workload/30 (h) | | | 5.5 |
| ECTS Credit of the Course | | | 6 |