FA 49Y.01 POPULAR CULTURE, FILM AND MEDIA
SUMMER 2015
Bogaziçi University
Department of Western Languages and Literatures

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Assessment Method:
Class participation, attendance and two response papers 45%
Term paper 55%

Course Description: This course is designed to analyze the basic patterns and pillars of popular culture as they are used and revealed in certain film and media examples from the USA and Turkey and beyond to present to masses the basic institutions of popular culture. In method, it is essentially a film-reading course.

Course Content: The meaning of “popular”, a brief history of popular culture, its main pillars and basic elements, characteristic features, paradigms, replication myth and the influence of myths like creation myths, themes and patterns. Readings of films from USA, Turkey, England, TV shows and programs, music, and art, namely; sculpture, architecture; their language and style and presentations, their artistic and political and ideological interpretations.
WEEK 1. POPULAR CULTURE


WEEK 1.2. THE POWER OF THE MEDIA


WEEK 2.1. DE-MYTHIFICATION OF THE MYTHS OF INDIVIDUAL OPPORTUNITY, FAMILY AND THE AMERICAN DREAM OF SUCCESS


Readings: Grist, Leighton. ‘Drugs, the family and recent American cinema’ in ed. Manning, Paul Drugs and Popular Culture (Routledge, 2013), pp. 117-133.

Hausmann, Vincent. ‘Envisioning the (W)hole World “Behind Things”: Denying Otherness in American Beauty’ Camera Obscura, 55 (Volume 19, Number 1), 2004, pp. 112-149.

Due: Response paper #1 (750 words)

WEEK 2.2. THE HERO MYTH, THE SAVIOR MONOMYTH


Readings: Fishwick, Marshall W. Pillars of Popular Culture, Ch. 3 “Heros”, Ch. 6 “Eikons”

WEEK 3.1. IDEOLOGY

WEEK 3.2. IDEOLOGY AND POPULAR YESILÇAM FILMS I: FAME, FAITH, AND FAMILY
Screening and Discussion: Kırık Plak / Broken Disc (1959), Aile Şerefi / The Honor of the Family (1978), Neşeli Günler / Happy Days (1975)
Readings: Will be announced.

WEEK 4.1. IDEOLOGY AND POPULAR YESILÇAM FILMS II: THE LOSS OF BELIEF
Screening and Discussion: Batsın Bu Dünya / Screw the World (1975), Cemil (1977)
Readings: Will be announced.
Due: Response paper #2 (750 words)

WEEK 4.2. SOCIAL MEDIA
Screening and Discussion: Black Mirror (2011-), Facebook, Twitter, Apps, websites etc.
Readings: Will be announced.

WEEK 5.1. PATTERNS AND ARCHETYPES OF FEAR AND TERROR

WEEK 5.2. THEOS, LOGOS & ETHNOS
Readings: Fishwick, Marshall W. Pillars of Popular Culture, Ch. 4 “Theos”, Ch. 5 “Logos”

WEEK 6. WRAP UP AND FINALS